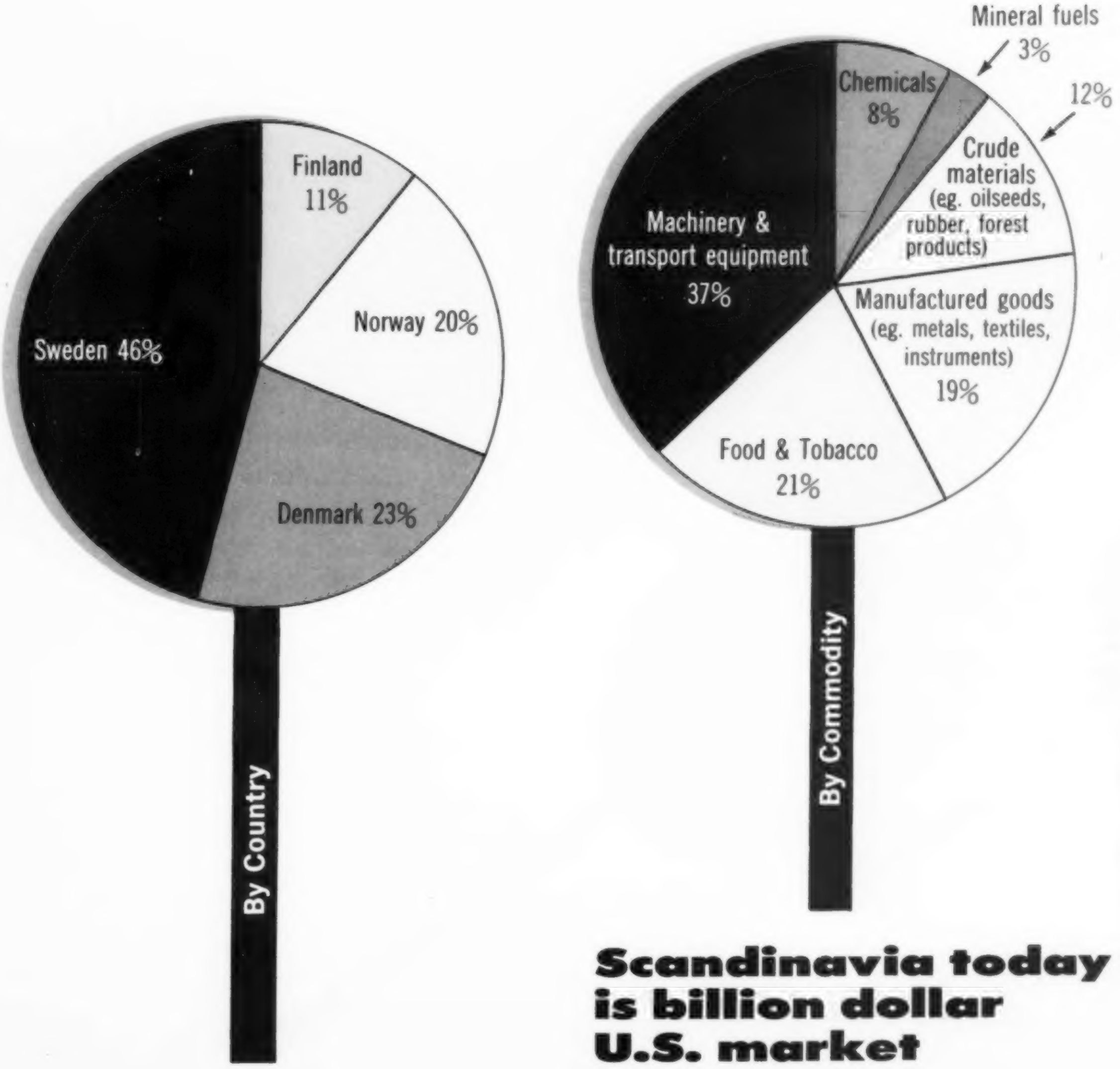
A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

April 3, 1967

Nordic imports from the United States in 1966



Scandinavia today is billion dollar U.S. market

International Trade Winds

Company News

WELDING EQUIPMENT—Two high-frequency resistance pipe welders, for use in a new installation said to be the largest forming and welding plant of its type, are near completion by AMF Thermatool, Inc., New Rochelle, N.Y., a division of American Machine & Foundry Co. The high-speed welders will be installed on two pipe production mills at Ahwaz, Iran. The plant is being built and will be operated by Torrance Engineering & Machinery, Inc., and is scheduled for completion in early 1968.

STAINLESS STEEL—Two European steelmakers have been licensed to use a new stainless steel casting process developed by Amsted Industries, Inc., Chicago. The new process, called controlled pressure pouring, directly casts molten steel into semifinished mill shapes, bypassing several traditional steps. Nyby Bruks Aktiebolag, a subsidiary of Grangesberg Co., in Sweden, has completed a new plant to use for the process, and Usines Emile Henricot, S.A., in Belgium, will build a new installation near St. Etienne.

FRICTION MATERIAL—Johns-Manville Corp., New York, and Small and Parkes, Ltd., Manchester, England, will organize a company in Belgium to produce and market friction materials in the European Common Market area. A new plant is currently being built at Seneffe/Manage, Belgium, with production scheduled to start in September. The new facility will manufacture items for automotive and industrial applications, particularly disc brake pads.

MARINE TURBINES—The IGE Export Division of General Electric Co., New York, has received an order to provide marine propulsion turbines and main powerplant controls for three tankers now under construction in the Netherlands for Texaco Panama, Inc. Each tanker will be equipped with a 15,000 shp turbine and a remote control system for the turbine. Delivery on the tankers is scheduled for late 1968.

Newsletter

What's ahead in Commerce's worldwide trade promotions for your company? More than 30 exhibitions at U.S. Trade Centers or at international trade fairs are listed in a summary schedule appearing in this issue. It's a regular first-issue-each-month feature of INTERNATIONAL COMMERCE, reporting the upcoming overseas show openings for about a six month period.

"My phone book is not just a directory but a handy reference work." This declaration, often heard in business offices, applies also to the International Yellow Pages, an "E" Award winning service now handled by the Reuben H. Donnelly Telephone Directory Co., 235 E. 45th St., New York 10017, N.Y. The '67 volume has an index of headings in English, French, German and Spanish. It catalogs more than 200,000 businesses in 150 countries from Aden to Zambia under nearly 3,000 industrial and service classifications.

Yogurt and ice cream will be the first products from a new $350,000 National Dairy and Ice Cream Plant being built at al-Khobar, Saudi Arabia. An American formerly employed by Aramco will manage it, according to the American Commercial Newsletter published at Dhahran. The cups and cartons of vanilla, chocolate and strawberry ice cream, soon to be flowing chilled and sanitary out of the stainless steel plant are another index of a new day in merchandising in the Near East.

Another state has just joined the parade of those sending trade missions abroad this year. A group sent by the Virginia State Chamber of Commerce and led by Gov. Mills E. Godwin is now in Spain on the first leg of a European tour to find new markets for Virginia's products. The mission was briefed by the Commerce Department in Washington as it departed. It will stop in Italy, Sweden and Belgium before completing work in mid-April.

Do Eximbank's loans help small as well as large businesses? Yes, and in ways not always realized, says bank president Harold Linder. Thus, in the field of jet aircraft export (where Eximbank, highly active, has now financed more than $1.5 billion in sales) prime contractor Boeing, for one, is subcontracting more than 20% to smaller firms. This small business benefit is in addition to Eximbank assistance in guarantee and insurance programs for exporters large and small.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for the detailed know-how and analysis in our regular news columns.

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the cover

A graphic look at the Scandinavian market for U.S. goods, now tipping the billion dollar point on the scale, shows Sweden, Denmark, Norway and Finland share the market in that order. By commodity, machinery and transport equipment lead the way, followed by food and tobacco, with manufactured goods not far behind. Total value of imports from U.S. in 1966 was $933 million. A 16-page report on the current Scandinavian market begins on Page 2.

April 3, 1967

Volume 73
Number 14

International Commerce

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Special Report

**Scandinavian Markets '67:
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Traders Seek Action in Developing Nations 18

After years of talk, International Executives Assn. meeting told, commerce with these lands still at low level

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Recent optimistic forecasts are short of mark as country takes on aspects of 19th Century U.S. "gold rush" days

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Good living spurs imports

Much of area has higher per capita import rates than neighbors to South

MRS. BOBETTE HEIEN
Nordic Division, BIC

The Nordic area countries of Denmark, Finland, Norway, and Sweden represent an attractive and prosperous market of over 21 million consumers. These potential customers already enjoy one of the world's highest standards of living.

The combined gross national product (GNP) of the Nordic market area exceeded $51 billion in 1966. The high personal incomes have resulted in a correspondingly high level of imports.

Three of the Scandinavian countries—Norway, Sweden, and Denmark—presently have higher per capita rates of imports than France, West Germany, or Italy.

The United States has actively participated in gaining a share of the expanding Nordic area import market. Over the past several years, the U.S. share of the total import market has been maintained at approximately 8%—ranging from 6% of Finland's imports to 10% of Sweden's. The total in 1966 was $933 million.

The U.S. Trade Center in Stockholm, which serves the entire Nordic market, has been an invaluable aid in promoting U.S. products.

The Trade Center is a large showcase where the products of U.S. businessmen are spotlighted for potential buyers. The second story in this section describes the Trade Center's operations in detail.

The U.S businessman's use of the Trade Center has paid off richly, thus fulfilling the prediction in the Mar. 15, 1965 issue of INTERNATIONAL COMMERCE that "the four Nordic countries will soon be a billion-dollar market for U.S. exports."

The four Nordic countries are all industrialized nations, thus there is a large demand for advanced machinery and technical equipment. As can be seen from the accompanying chart, machinery and transport equipment constitute the largest portion of U.S. exports to this market area.

The Nordic countries have been in a period of economic boom during the past few years, with considerable investment and industrial expansion. This rapid expansion has resulted in a general shortage of skilled labor, fostering a receptive market for U.S.-made automation and other labor-saving machinery and equipment.

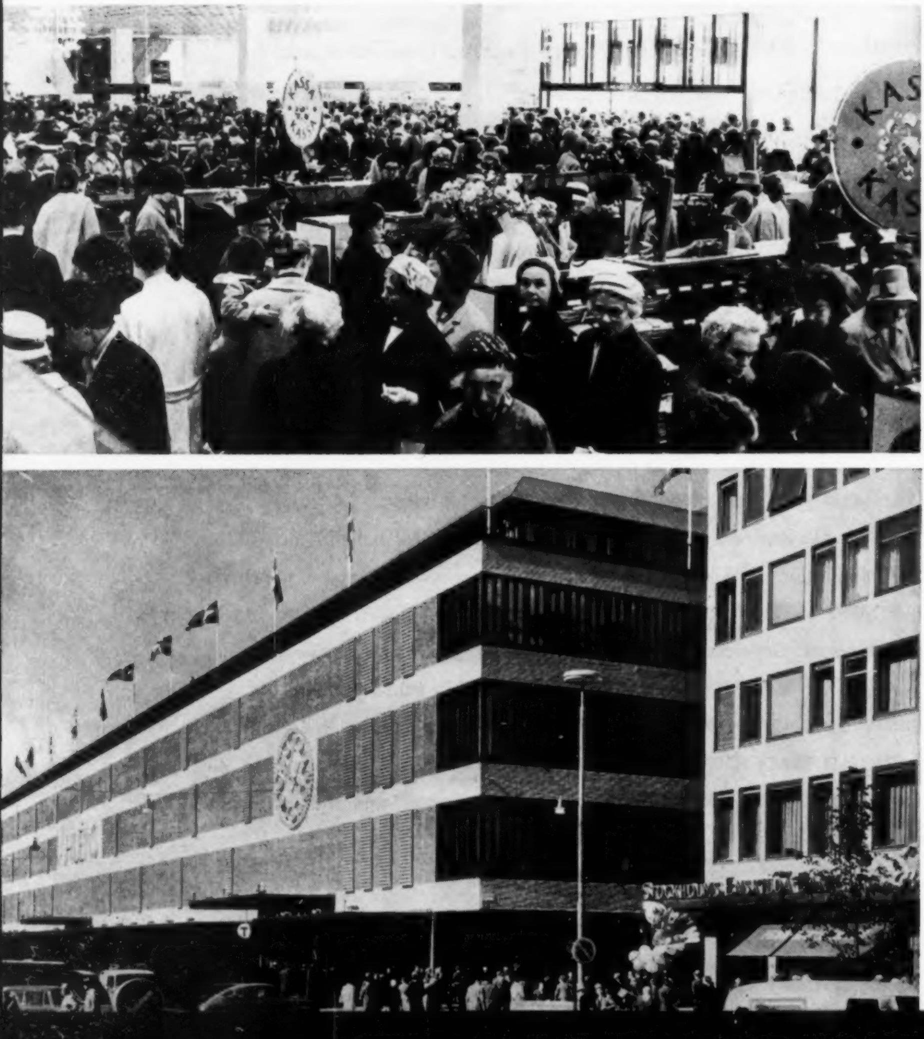
Boom conditions are now slackening throughout Scandinavia, partially due to the tight money situation in the United States and European capital markets. Consequently, the Nordic countries are going through a healthy phase of rationalization, integration, and consolidation to make their export products more competitive in world markets.

Outstanding example

The forest products industry is an outstanding example of the development of integrated and large-scale production units. American manufacturers will continue to find ready outlets for their modern equipment in this field.

As a stimulus to trade, the Nordic countries maintain liberal tariff and import control policies. Country tariffs are low-to-moderate, and quantitative restrictions on non-agricultural items are relatively few. In addition, Norway has established a policy, in order to build up her

FIRST AMERICA WEEKS PROMOTION IN SCANDINAVIA will be at Ahlen & Holm AB (story, p. 9).



industries, whereby certain machinery not produced within the country may be admitted duty-free.

The Nordic countries have a strong tradition of economic and commercial cooperation. The chief instrument for coordinating their affairs is the Nordic Council, which includes Iceland as well as Denmark, Finland, Norway, and Sweden.

A Treaty of Cooperation, signed by the five member countries in 1962, pledges the members to create uniform rules in the Nordic countries in as many respects as possible.

The European Free Trade Association is another instrument for Nordic Cooperation. EFTA is on a broader scale, since it includes the United Kingdom, Switzerland, Portugal, and Austria in addition to the Scandinavian countries.

Finland has the status of an associate member, but nonetheless receives the full benefits of all tariff concessions.

EFTA, unlike the European Common Market, does not maintain a common external tariff. Goods entering from outside the association are assessed in accordance with the tariffs of the individual importing country.

EFTA has just recently achieved one of its primary goals. On Jan. 1 all of the EFTA countries except Finland and Portugal completed the abolition of all tariffs on industrial products traded within the group. Finland will remove the final 10% at the end of 1967.

This achievement is strikingly illustrated by many case histories of companies who have taken advantage of the free trade area to greatly increase their exports to the EFTA markets.

Sir Lincoln Steel, Honorary President of the International Chamber of Commerce, confirmed the opinion of many people when he said, "Now that the free trade area has been almost completely achieved, it seems to me that the Association should do everything to ensure that businessmen take the fullest advantage of it."

SCANDINAVIA

The size of Texas, New Mexico and Oklahoma, the four-country Scandinavia area has a population of 21 million and a GNP of $51 billion. Its total foreign trade exceeded $21 billion in 1966.

NORWEGIAN SEA
NORTH SEA
NORWAY
SWEDEN
FINLAND
U.S.S.R.
OSLO
STOCKHOLM
GOTEBORG
UPPSALA
ALAND IS.
GOTLAND
OLAND
MALMO
BORNHOLM
TALLINN
TURKU
LIEPAJA

Scandinavian section

Prospects for U.S. traders in the markets of the four Scandinavian markets are outlined in this special 16-page section. The reports have been written by foreign service officers in the various capitals, and by international commercial specialists in the Commerce Department's Bureau of International Commerce.

Further information on the area is available from BIC. Write: European Division, U.S. Dept. of Commerce, Wash., D.C. 20230.

Despite the considerable attention being focused on the Nordic countries as a single market, one must keep in mind that each country is politically, economically, and culturally independent; inhabitants of the area are first and foremost citizens of Denmark, Finland, Norway, and Sweden.

Advantages in unity

While recognizing and accepting the innate differences among the Nordic countries, one can see that they themselves look upon the market as a single unit. They too recognize and accept the inherent advantages of the larger organizations.

Reflecting the growing trend toward the internationalization of companies, individual Nordic firms are joining together to take advantage of economies of scale and thus serve larger markets throughout the world.

Many companies are too small to finance efficient individual market research or export promotion programs. By pooling their resources, the cooperating companies are able to compete in the EFTA as well as in world markets.

Another example of effective cooperation is the establishment of the joint Nordic negotiating team which represents the four countries in the Kennedy Round under the General Agreement on Tariffs and Trade (GATT). This is a historic first, not only for the Nordic countries, but also for GATT.

The Chief Negotiator, who leads the delegation, may make and receive offers in the Kennedy Round. However, no decisions will be made by the Chief Negotiator without unanimous consent from the four Nordic participants. Thus each country is able to maintain its individuality.

DOWNTOWN STOCKHOLM IS SITE FOR U.S. TRADE CENTER, now in its third year and drawing businessmen from entire four-country Scandinavian area.

SCANDINAVIAN MARKETS '67

Trade Center a sales hub

Buyers from all over Scandinavia helped U.S. firms ring up $20 million exhibit sales

By JAMES M. DEVLIN

Office of International Trade Promotion, BIC

An estimated $20 million in sales. Establishment of 103 new U.S.–Scandinavia agency links. An opportunity for 357 U.S. firms, 189 of them new to the Scandinavian market, to show and demonstrate their products to a receptive audience.

These are major achievements in the record of the U.S. Trade Center for Scandinavia, in Stockholm, as it begins its third year of activity.

The Center, located in the heart of Stockholm's business district, provides a complete showcase for U.S. goods. In addition to 5,200 square feet of exhibit area, it is equipped with a conference room, commercial library and a lounge. The Trade Center also contains the offices of the Commercial Attache and his staff who provide meaningful counsel and assistance to exhibitors and business visitors alike.

An average of eight full-scale Commerce sponsored "show-and-sell" exhibitions are scheduled yearly for each of the six U.S. Trade Centers now in operation in Europe and Asia, and during its first two years of operation, the Trade Center in Stockholm has staged 16 exhibitions.

Little downtime

Down-time, except for short exhibition installation and dismantling periods, is virtually nil, for during the intervals between regular exhibitions, the Trade Center facilities are utilized free of charge by individual U.S. firms or their overseas representatives for in-between-show promotions to display, demonstrate and sell their products, conduct sales meetings, hold lectures and other events. In the past two years the Center has been host to 79 such promotions featuring the products of 82 exhibitors.

All of these various activities at the Trade Center have paid dividends in increased exports. The value of projected sales resulting from the 16 Commerce sponsored shows is estimated at over $20 million. These exhibitions provided an opportunity for 357 U.S. companies actively to promote their products by display and demonstration to prospective customers. Of this number, 189 were new to the market. As a direct result of these shows, the exhibitors established 103 new agencies to handle their products in the Scandinavian market.

Each Trade Center show is devoted to a different, narrowly defined product category or industry, to permit the Trade Center to "pitch" the market promotion campaigns conducted in support of each exhibition to identifiable audiences for maximum benefit to the exhibitors.

The products so far promoted include such items as equipment for the pulp and paper industry, food processing and packaging equipment, automotive maintenance and repair, photographic equipment, medical and surgical instruments, commercial laundry and dry cleaning equipment, products for plant and equipment maintenance and many other industrial and commercial products. The firms which have participated in these shows have ranged from small companies to giants of U.S. industry, and have represented all regions of the U.S. The common denominator is their interest in promoting the sale of their respective products to expanding foreign markets by taking advantage of a government facility established and operated for the benefit of U.S. industry.

PLANET METAL PRODUCTS CORP
POWER BRAKE EQUIPMENT CO

BUSINESS TALKS ARE SERIOUS at a Trade Center exhibition, and over the 16 shows in the first two years have brought an estimated $20 million in sales and establishment of 103 new agency agreements.

Rich market area

The region served by the Trade Center is one of the richest and most advanced market areas in Western Europe. U.S. exports to the Nordic countries—Denmark, Finland, Iceland, Norway and Sweden—are nearing $1 billion a year.

The appearance of the U.S. Trade Center on the Stockholm scene two years ago demonstrates the growing importance the U.S. attributes to the Scandinavian countries as markets for U.S. goods. Since its inception, the U.S. Trade Center has achieved an outstanding reputation as the events staged there attract select audiences of interested buyers and trade representatives, and the enthusiasm and satisfaction of exhibitors and visitors alike have been exceptional.

It is interesting to note that since the opening of the U.S. Trade Center, several other countries have also opened trade centers in Stockholm.

The Stockholm Trade Center, looking ahead, is building on the foundation gained through two years of experience in dealing with the unique aspects of the Scandinavian markets.

Among the exhibitions scheduled to be held in the near future are:

- ► Production and Testing Equipment for the Electronics Industry, May 18-24.
- ► Metal Surface Treatment Equipment and Supplies, June 6-14.
- ► Advance Office Machines and Data Processing Equipment, Sept. 21-27.

Also under consideration for the future are exhibitions featuring Equipment and Supplies for the Plastics Industry, High Fidelity and Stereophonic Sound Devices and Components, and Industrial Process Controls.

For information about these promotions or any activities at the Trade Center, **write:** Commercial Exhibits Division, Code 928, Office of International Trade Promotion, U.S. Department of Commerce, Washington, D.C., 20230.

REGISTRATION AREA AT TRADE CENTER opens to 5,200 square feet of exhibit space, a conference room, commercial library and lounge. Office of U.S. Commercial Attache and his staff is also there.

NORWAY NORWAY NORWAY
EXPORT EXPORT EXPORT
USA USA USA USA
IMPORT

SCANDINAVIAN MARKETS '67

U.S. in solidly in Sweden

However, many Swedes feel U.S. advantage needs renewed cultivation

By EDWARD J. BASH
Commercial Attache
U.S. Embassy, Stockholm

The United States is maintaining a solid trade position in Sweden with nearly 10% of the total import market.

This respectable share and a favorable U.S. balance in trade might make it appear that the Swedish market is well covered by the American manufacturer. Many U.S. exporters do give it full attention, but many—particularly in consumer goods and in new products—do not. Much of the market comes from the initiatives of the Swedish businessmen who travel to the United States in search of products to buy or manufacture under license in Sweden.

The market share currently enjoyed by the United States thus is only partially due to the sales initiative and efforts of U.S. suppliers.

It also reflects the Swedish industrialist's determination and compulsion to increase efficiency, conserve labor and concentrate upon the production of items providing maximum gross profit margins and potential export demands. His dependence upon adequate margins and exports often is a matter of life or death for his plant, as Sweden exports about one-fifth of its total production.

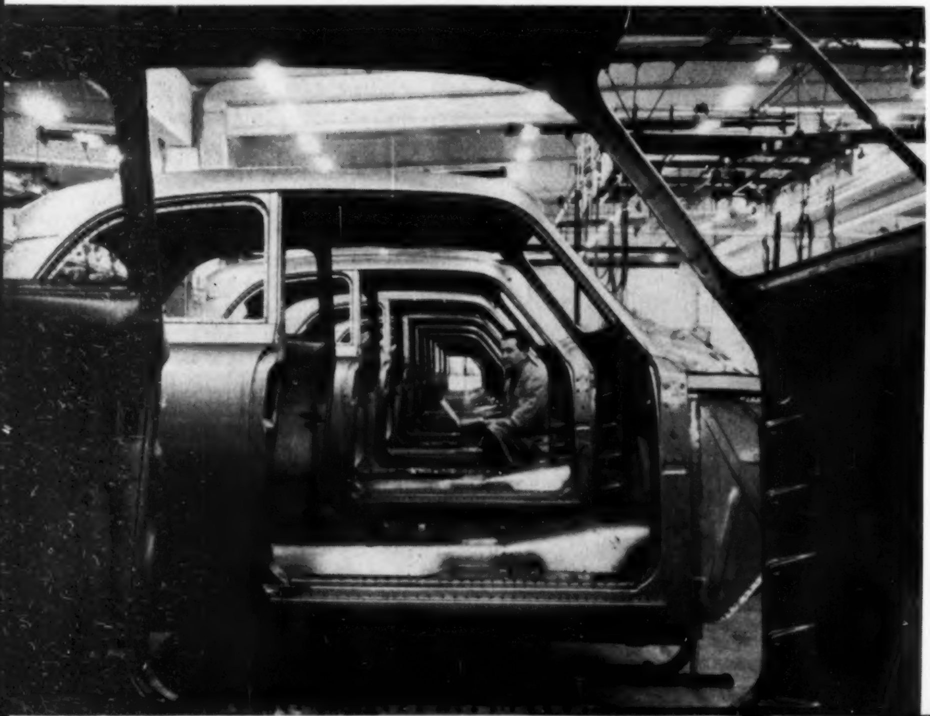
Many individual firms export almost all of their production.

In seeking the latest in technical innovation, advanced machinery and equipment, the Swedish industrialist goes to the United States. He has a high respect for U.S. quality and business practices. He keeps abreast of new technological developments and is acutely aware of the leadership of the United States in research and development.

During recent years he also has been impressed with the ability of the U.S. manufacturer to maintain a relatively low unit cost of production and a strong competitive position.

Naturally, this predisposition towards the United States as a source of supply has been a distinct advantage for the American manufacturer, but the U.S. supplier is now facing increasingly severe tests. More aggressive competition is foreseen from manufacturers in countries where the growth of domestic markets is slowing down.

SWEDEN'S INDUSTRY AIMS AT EFFICIENCY, with emphasis on labor-saving production equipment, to meet both domestic and foreign competition. Below, Volvo's Torslanda factory.



The elimination on January 1 of tariffs on most industrial goods imported from EFTA countries is likely to increase the competitive edge of EFTA suppliers only slightly.

Some Swedish importers and industrialists wonder whether the United States will continue to be as competitive as it has been. They note some recent deterioration in delivery schedules, and point out that the dependability of delivery on schedule has been a major advantage in ordering from the United States.

Many cite the growing tendency of larger corporations to fill orders only from European subsidiary plants, and allege that this may lessen their predisposition to buy American trade mark products.

Financing a problem

They wonder, too, whether the U.S. supplier will respond competitively to the problems resulting from the increasingly restricted resources for financing sales. Commercial financing difficulties have been cropping up recently, and representatives of American firms have reported reduced orders due to the credit problems of their respected Swedish distributors.

Many Swedish distributors and industrialists speak privately of their worry over the business outlook. Most explain that they speak in relative terms, and Sweden's expansion is expected to be only somewhat less striking in the immediate future than it has been in recent years. A greater degree of caution in buying and some tightening of the belt is in prospect for Swedish businessmen, who describe the situation as the cooling off of an overheated economy.

The market prospects continue to be excellent, with a high standard of living, a low level of unemployment and per capita income which is the second highest in the world. Businessmen point out that some 7.8 million Swedes import as much as 23 million West Germans or 28 million Frenchmen or 36 million Italians.

Trade observers forecast a rising de-

Market Profile—Sweden

Area: 173,423 square miles (somewhat larger than California).

Principal cities: Stockholm proper, 796,000; greater Stockholm, 1,207,000; Gothenburg, 500,000; Malmo, 255,000.

Population: 7.8 million (1966).

Currency: Swedish crown (1 crown = $0.193), convertible for current transactions.

Gross national product: $22 billion (1966).

Wages: Average hourly wage of adult male industrial workers, $1.62 (1965).

Foreign trade: (1966) Total imports, $4,574 million; total exports, $4,265 million. Imports from U.S., $424 million (c.i.f.); exports to U.S., $289 million (f.o.b.).

Principal exports: Forest products, steel, iron ore, machinery, automobiles, ships.

Principal imports: Machinery and transport equipment, iron and steel, mineral fuels, chemicals, textiles, foodstuffs.

Principal trading partners: West Germany, United Kingdom, United States, Denmark, Norway.

mand for most lines of consumer goods and for advanced machinery and equipment for an export-oriented industrial establishment. Price, many emphasize, increasingly will be the essential factor on consumer goods, as well as on standard capital goods and material for industrial uses; it will be important but not as controlling on advanced technological products required by Swedish industry to meet domestic and foreign competition.

The Government's budget estimates a rise of 6% in the value of imports in 1967, compared with 4% in 1966. This continued growth of Swedish imports is anticipated even though the Swedish boom evidenced a distinct cooling in 1966, with an estimated GNP increase of 2.9% as compared to 3.7% in 1965 and 6.5% in 1964. The reduced growth rate has been attributed primarily to slackening in internal demand attributed in part to the progressive increase in the Swedish Central Bank discount rate to a post-World War II record of 6%.

This monetary action, designed to curb a threatening inflationary spiral and supplemented by a number of indirect tax increases on consumer items, had an inhibiting effect on the economy in 1966, in the judgment of many Swedish businessmen.

Private consumption and production in many lines fell well below 1965 levels, and a notable increase in smaller company consolidations, closings and bankruptcies became evident. Both manufacturing companies and marketing firms expressed concern over the squeezing of margins, causing shutdowns and fewer resources for plant modernization and new capital investments.

Outlook better

The outlook for 1967 has been improved to some degree by governmental measures designed to provide the economy with investment capital and to relax credit restrictions. A novel though somewhat controversial proposition in this connection is the proposed establishment of a state-directed industrial development fund with an initial share capital of $96.5 million; recent indications are that the Government plans to use this fund for the establishment of a development bank, with possible extension of credits to industry totaling nearly $1 billion.

The proponents of the industrial development fund maintain that it will be directed toward improving the export competitiveness of Swedish industry by furnishing funds for essential production and structural rationalization.

A more immediate thrust to the economy was the Riksbanken's announcement in early February of a decrease in the discount rate from 6 to 5½%, reversing the consistently upward trend of recent years. On March 10 the discount rate was lowered again to 5%.

The GNP for 1967 is expected to show a 4.2% increase, as compared with the actual 2.9% in 1966, and gross investment an estimated increase of 4%, compared to 3.7% in 1966. The main stimuli to higher production would come from new investment and private consumption, which is forecast to increase by 4%, compared with 2.3% in 1966.

The 6% increase forecast in the value of Swedish imports in 1967 clearly provides opportunity for the U.S. supplier. The U.S. share of the total Swedish import market was 9.3% in 1966, approximately the same as in 1965. The value of imports from the U.S. totaled $425 million in 1966 and $415 million in 1965.

Increases in the value of Swedish imports from the United States during 1966 were noted in fresh and canned foods, tobacco and tobacco products, solid fuels, and a wide range of electrical appliances and equipment and instruments and apparatus for professional, scientific, medical and industrial uses.

Some decreases occurred in the value of Swedish imports from the U.S. of aircraft, automobiles, chemicals, textiles and wearing apparel.

Trade observers generally forecast another good year for U.S. exports to Sweden during 1967, even in the face of the factors referred to earlier.

Expansion of sales is promising in numerous product lines, such as electronic measuring, testing, analytical, and industrial process control instruments and devices, radio communications equipment, advanced business machines, including computers and associated data processing equipment and statistical machines.

Other broad product categories enjoying a good potential include various agricultural products, medical and surgical instruments and supplies, hospital and laboratory apparatus and competitively priced consumer goods.

Major investment areas

Industries expected to receive the major amount of industrial investment provide particularly good market opportunities for U.S. sales of capital goods. These export-oriented industries include metal fabrication, machine tool manufacture and other engineering industries where the bulk of the plant expenditures for equipment from abroad are expected to be for advanced machinery and technical apparatus.

Still other areas planning high levels of expenditures include electrical power production and distribution, and gas and water works.

Although the engineering industries probably provide the most favorable general area for expansion of U.S. exports, other Swedish industries are expected to maintain a high rate of imports. These include product fields related to the forestry industry, including pulp, paperboard and paper processing; chemicals and plastics; and transport and road construction equipment.

Additional customer prospects for the

MODERN EQUIPMENT for Sweden's huge lumber industry is a leading sales item for U.S. producers. Almost every industry is a good potential customer, and consumer markets are relatively untapped.

U.S. exporter include hospitals, which will need sophisticated diagnostic and other scientific and technical instruments to meet requirements of expanding hospital services.

In the field of education, a constant shortage of teachers and expanding adult education programs will augment the demand for modern mass educational aids. Although U.S. suppliers are generally aware of this market, continuous review and introduction of latest developments is required to keep abreast of competition. Language teaching aids and equipment for vocational schools are in demand, but all software must be adapted to the local market. Educational toys and games also find excellent market receptivity.

Motel trade grows

The motel industry generated increasing interest in 1965 and 1966, and had been expected to experience sharp growth in 1967, until faced with the prospect of a new 25% tax proposed by the Government on non-essential building. U.S. experience in equipment for the motel industry should provide outstanding future sales opportunities, since there is expected to be substantial motel construction in the years ahead. In fact, numerous Swedes have visited the U.S. to study the motel industry, anticipating rapid growth of a similar industry in Sweden.

Container shipment has generated enthusiasm in Sweden, and Swedish port authorities have begun to adapt facilities to the handling of containers. Major container handling equipment is now being installed in the principal port of Goteborg. There is a growing potential equipment market for the handling of containers, and for the manufacture of containers in Sweden under license.

Pollution problems

Sweden is also concerned with air and water pollution problems, which are under constant discussion. A number of conferences have been held and Swedish authorities are eager to learn of new products and control systems in this field.

Despite a high degree of proficiency and excellence of design among Swedish manufacturers of packaging machinery, and continued strong competition from Common Market and EFTA countries, U.S. exporters of packaging machinery can continue to look forward to a lucrative market in Sweden. Mass distribution methods are rapidly expanding in Swedish consumer distribution, calling for an increase in automated packaging equipment. It is important to adapt equipment to the Swedish market in design, metric measurements, production speed and capacity.

Even with the highest standard of living, Sweden is one of the lower meat consumption countries in Europe. Although this may be attributed in part to a traditional dependence upon less expensive fish products, many explain that it also is due to a lack of medium-priced "tasty" meat. The impressive number of Swedes who travel to the United States have stimulated interest in meat dishes.

Although many consumers consider the base quality of Swedish livestock and meat to be equal to that of the U.S. they believe that the difference in the finished product can be found in the processing of the meat from stockyard to table. Accordingly, the market for meat processing equipment could develop rapidly.

Restaurant equipment

The 930 million meals Swedes eat outside their homes each year will offer U.S. suppliers further opportunities for sales of institutional catering equipment, restaurant and kitchen equipment and food processing equipment. U.S. Trade Center shows featuring these industries have confirmed a strong market potential for this equipment.

Finally, there are untapped markets for consumer products. U.S. manufacturers of consumer goods, in the eyes of many merchandisers, have neglected the Swedish market.

Swedish merchants often have to take the initiative to identify not only saleable products, but also the sources of supply in the United States. They express disappointment that they have to be on the alert for products, and send their company buyers to the United States, instead of being able to deal with salesmen sent to Sweden by the manufacturers.

The larger department and chain stores generally—but not always—are organized to find products and buy in the United States. Purchasing officials of these stores are on the lookout for standard items at the right price, and also for new items appealing to the Swede's penchant for the novel and advanced products developed through U.S. ingenuity and technology.

Exporters to the Swedish market can take advantage of the regional U.S. Trade Center for Scandinavia, which is located in Stockholm. Firms promoting exports of American products are invited to participate both in appropriate scheduled exhibitions and in individual company use of the display and business conference facilities between regularly scheduled shows.

'Hello California' is theme of Sweden's first America Weeks

Miss California, stadium show, TV, musical acts part of promotion

A department store promotion designed to sell American consumer goods in Sweden will bring a sunny California touch to brisk April there.

It is the first America Weeks sales promotion for the Scandinavian countries. Opening on April 24 for two weeks at stores in Stockholm and other Swedish cities, it will link special displays of U.S. items with entertainment events. The promotion has been planned and developed by the Commerce Department's Bureau of International Commerce.

The entertainment will include appearances by Miss California and Miss U.S.A., musical performances, crafts demonstrations, a stadium event, television performances and other events.

Ahlen and Holm, AB, the Swedish department store chain sponsoring the program, has already purchased several hundred thousand dollars worth of American merchandise for its downtown and suburban stores in Stockholm and its 11 Tempo stores, a smaller variety chain located throughout the country. Among the goods to be offered are sporting and camping equipment, ready-made clothing, home textiles, kitchen equipment, toys, perfume, phonograph records and foods.

As part of the promotion, Miss California, Susan Bradley of Tustin, Calif., will visit Ahlen and Holm stores and America Weeks activities during the two-week period, and Miss U.S.A., Marie Remenyi of El Cerrito, Calif., will participate for one week. Miss California's picture will give continuity to the "Hello California" theme of the promotion, appearing in newspaper notices, on shopping bags and in store displays.

A major promotional effort to attract customers will be entertainment typifying the United States. Ahlen and Holm has contracted with Philip Morris, Inc., for the appearance of the Marlboro Jazz Group, which includes the Kenny Clark instrumental sextet and the Golden Gate Quartet of vocalists. The latter group has toured Europe, Africa and Asia several times under U.S. Department of State auspices for the President's Special International Program for Cultural Presentation. The Quartet has also appeared in Sweden before.

IN ADDITION TO AHLEN & HOLM'S stores in Stockholm (pictures on page 2), the 11 variety stores of the Tempo chain throughout Sweden are also participating in the America Weeks production.

Other entertainers who will appear during the promotion are the Young Hawaiians, a hit of the Netherlands' America Week last fall, and Western performer Montie Montana, Jr., whose troupe includes seven American Indians who, in addition to giving musical performances, will demonstrate arts and crafts such as sand painting, silver making, rug weaving, and bead and feather work.

The store has leased the Johanneshov Stadium, seating 7,000 people, for a public performance prior to the America Weeks opening. Later, the Hawaiian presentation will be shown on television.

The America Weeks promotions were instituted in 1966. Three were held last spring in Paris, at the Galeries Lafayette, Au Bon Marche, and Prisunic department stores. In the fall of 1966 there were America Weeks at the Carstadt and Kaufhof department stores in Germany, Harrison Gibson stores in London, Irma variety/food stores in Denmark, and at the De Bijenkorf chain in the Netherlands.

America Weeks is a program under U.S. Department of Commerce co-sponsorship that focuses on promoting sales of U.S. consumer goods. Commerce's Bureau of International Commerce helps overseas retailers to find displays, exhibits, and decorations appropriate to the theme of their America Weeks campaign. In addition to arranging for the principal customer attraction to accompany a promotion, BIC reviews the retailer's overall buying plan to insure that the broadest possible range of U.S. consumer items will be on the sales counters during America Weeks.

NORWAY'S ECONOMIC GROWTH slowed in 1966, but remained above the West European average. Despite credit limitations, Norway is still a top import market. The above steel plant is near Oslo.

SCANDINAVIAN MARKETS '67

Norway still attractive sales target, but not likely to repeat last year's 16% jump in imports from U.S.

Norwegian economy began overheating toward the end of '66; U.S. product categories with best sales chances listed

By VIRGIL M. ELLIOTT
Commercial Attache
U.S. Embassy, Oslo

While U.S. exports to Norway this year may not score as impressive a gain as the 16% increase registered in 1966, the current outlook is for a continued high level of demand for a broad range of raw materials, capital goods and consumer products. This optimistic forecast is based on the assumption that the Government does not adopt severely restrictive measures in an effort to reduce excessive demand pressures in the Norwegian economy.

Despite the limitations imposed by a tight labor market, credit restraints and the need for new production capacity, the Norwegian economy turned in another good performance for 1966 for the fourth year in a row. Although the rate of growth was somewhat less than in the preceding three years, it was nevertheless above the Western European average.

At the end of the year, however, the Norwegian economy was overheating, due primarily to a high level of public expenditures, private investment and private consumption.

Planned investments in new plant and equipment in Norway this year will run about 4% above actual expenditures in 1966. The proposed outlays would undoubtedly be larger were it not for the existing shortage of funds for industrial expansion, coupled with rather rigid building controls.

Valued at $1,848 million, Norway's total imports (excluding ships) during 1966 exceeded imports in 1965 by nearly $219 million, or close to 12%. Imports from the United States amounted to $179.7 million, up more than $25 million from 1965.

Sweden is top supplier

Sweden replaced West Germany as Norway's No. 1 supplier. The United Kingdom ranked third and the United States fourth, providing 8.69% of Norway's merchandise imports.

A breakdown of the import figures shows increases of 17% in purchases of capital equipment, 11% in raw materials and semi-finished goods, and 10% in consumer goods. Imports from the EFTA countries rose by 14%, whereas imports from the Common Market countries were only 8.4% higher than in 1965.

Sales prospects for the product categories listed below look especially promising at this time:

Chemicals—Although the United States already accounts for a relatively good share of Norway's total imports of chemicals, opportunities exist for increased shipments of alcohols and phenols, metal compounds of inorganic acid, flourides (particularly aluminum flourides), and chemicals for the plastic industry.

Scientific instruments—Growing emphasis on basic and applied research to create new products and strengthen the competitive position of Norway's traditional export industries is stimulating the demand for scientific instruments and apparatus.

Synthetic fibre yarn—A large and expanding market for yarn of synthetic fibres (imports of over $19 million in 1965) and for continuous synthetic fibre yarn (imports in excess of $15 million) seems to have been unexploited by U.S. producers and should offer good possibilities.

Advanced photographic equipment—Considerable interest has been shown by the Norwegians recently in advanced photographic equipment for industrial, medical and scientific use, including such items as step-repeat equipment for photomask production for the semi-conductor industry, photo-sensitive metal clad plates, and silk screen equipment for thick film production.

Cryogenic freezing equipment—The important Norwegian sea food industry and its land and water frozen food transport services should offer a substantial market for American cryogenic and other advanced freezing methods.

Electrical machinery—With annual imports approximating $65 million a year, there appears to be a definite market in Norway for certain types of U.S. electrical machinery. The main supply sources at present are Germany, Sweden, and the United Kingdom.

Oil rig servicing equipment—In connection with the off-shore search for oil and gas in the North Sea, the American oil industry will reportedly invest some $32 million in Norway in 1967. This is $13 million more than was invested in 1965, and three times the expenditures in 1964. American firms supplying equipment for the servicing of drilling platforms and related needs should benefit from this activity.

Household appliances—American electrical household appliances which have a good sales potential in Norway include dishwashers, humidifiers, clothes driers, and small air conditioners. Battery-operated appliances should also meet with increasing acceptance.

Toys and indoor games—Attainment of a high standard of living with good incomes and more leisure time is allowing the Norwegians to spend more money than before on toys for their children and on other forms of indoor entertainment. Bowling has become a very popular sport, and other indoor activities enjoying a vogue in the United States, such as slot-car racing, should soon follow.

IMPORTANT FISHING INDUSTRY and frozen food transport services provide an excellent market for cryogenic freezing equipment and other advanced freezing methods developed by American firms.

U.S. businessmen contemplating the introduction of their products on the Norwegian market, or entering into licensing arrangements, will find it advantageous to participate in the exhibits held at the U.S. Trade Center for Scandinavia in Stockholm, Sweden. Because of its proximity, this center is being visited in increasing numbers by Norwegian businessmen interested in seeing the latest U.S. developments in various fields of industry.

U.S. manufacturers of electrical appliances wishing to do business in Norway should bear in mind that the standard electric current there is 220 volts, 50 cycles; also, that the approval of the Norwegian Electrical Materials Control (NEMKO) must be obtained prior to marketing any electrical appliances in Norway.

Samples for testing purposes must be submitted to NEMKO through the manufacturer's representative in Norway, who assumes responsibility for ensuring that all units of a given product sold in Norway conform to the specifications of the approved samples.

In view of the stringency of NEMKO's regulations, some manufacturers may find it preferable to have their products assembled or manufactured under a licensing agreement concluded with a Norwegian firm.

Market Profile—Norway

Area: 125,064 square miles (about the size of New Mexico).

Principal cities: Oslo, 485,000; Bergen, 116,000; Trondheim, 110,000; Stavanger, 78,000; Kristiansand, 49,000; Troms 31,900.

Population: 3.77 million (1966).

Currency: Norwegian crown (1 crown = $0.141), convertible for current transactions.

Gross national product: $8,477 million (1966).

Wages: Average hourly wage for adult male workers in manufacturing and mining, $1.29 (1965).

Foreign trade: (1966) Total imports, $2,420 million; total exports, $1,573 million. Imports from the U.S., $181 million (c.i.f.); exports to the U.S., $140 million (f.o.b.).

Principal exports: Fish, forest products, ores, electro-chemical and electro-metallurgical products.

Principal imports: Machinery, ships and other transport equipment, fuel, metals, grain.

Principal trading partners: United Kingdom, West Germany, Sweden, United States.

Finland expects '67 rebound after tight monetary squeeze slowed recent trading activity

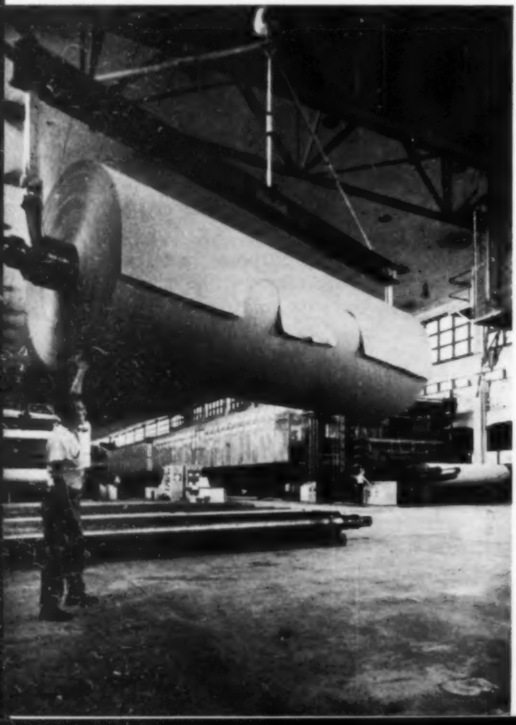
Metal, textile, leather, food processing industries prospering, could form lively market for capital equipment from the U.S.

By ROBERT G. KEMP
Commercial Attache,
U.S. Embassy, Helsinki

Finland's economy in 1966 was restricted by a tight monetary situation which held growth of the gross national product to 2.2%, compared with an average of 5% in recent years.

Government measures to correct the trade deficit were partially successful, but failed to achieve stated goals, and the gap slightly exceeded the 1965 figure. Net foreign exchange holdings declined 54% last year to 307 million Finmarks ($96 million). The recent standby agreemnt with the International Monetary Fund for 300 million Finmarks will ease the exchange crisis.

WHILE LARGER FOREST PRODUCTS FIRMS have first-rate pulp and paper equipment, many plants use outdated methods. U.S. suppliers of goods to help improve output should find promising sales openings in Finland during 1967.



Developments in the international bond market also give hope that Finland may be able to borrow more from abroad than it has in recent years. The country's capacity to support indebtedness is considered to be far beyond its present debt.

Overall, 1966 was a sluggish year for U.S. exports to Finland.

Domestic capital outlays were down by 3% from 1965, and this affected the level of U.S. exports, which traditionally consist heavily of capital goods. The U.S. share of Finland's total import market fell from 6.1% in 1965 to 5.6% last year.

1967 holds promise

On the whole, 1967 holds more promise for American traders in the Finnish market. The metal, textile, leather and food processing industries all prospered in 1966, and are expected to be investing in capital equipment during the current year. American suppliers of such equipment have done well in the Finnish market in the past and should be successful again in 1967.

Opportunities opening up in the area of computer and data processing equipment and office machines are particularly interesting.

The Finnish forest products industry had a relatively poor year in 1966. Although the recent period of expansion of capacity has left the upper strata of the industry with pulp and paper equipment which is as sophisticated as can be found anywhere, the whole industry continues to suffer from high raw material costs. Outdated equipment and methods are still found at the lower levels, especially in the sawmill industry.

During 1967, American suppliers of chemicals, plastics, and equipment which can help upgrade the quality of Finnish paper and board production should continue to find good sales opportunities.

Automobile sales, restricted by recently-imposed high duties and taxes which are progressively more severe on expensive models, will probably continue at their present level of about 100,000 units annually.

American models, bought mainly as company cars and taxis, are not as susceptible to market fluctuations caused by changes in consumer income, and will probably maintain their present sales volume.

The general outlook for consumer goods in Finland over the short term is not very favorable. Rising prices and increased taxes have affected the level of real disposable income. The market remains good, however, for high-quality, well-designed consumer articles which are competitively priced.

The U.S. Embassy in Helsinki, after investigating the current situation, has concluded that there are good opportunities for U.S. sales of specialty foods, pharmaceuticals, household items such as soaps, detergents and waxes; as well as certain types of household appliances such as small gas stoves, apartment-sized clothes washers and dryers, and portable dishwashers.

The Finnish Government has made a concerted drive to eliminate discriminatory treatment of foreign investors during the past year, and is now actively seeking foreign capital.

Several U.S. firms have recently shown interest in setting up their own sales organizations in Finland, while others are investigating joint venture and licensing possibilities. The Embassy has been particularly interested in the relatively large number of U.S. firms, which through their Finnish affiliates and agents, are probing the Soviet and other East European markets.

Valuable experience

Finland, as one of the largest non-Communist trading partners of the Soviet Union, has gained valuable experience selling in that market.

The gradual improvement in Finland's exports is furnishing a bright spot on Finland's economic horizon. Led by a rapid step-up in sales to Sweden—reflecting mounting interest in that market—there has been a general growth of export activity.

Gains have been observed in many new product lines. These lessen dependency on traditional exports of the forest-based industries, and widen the base for future export gains.

Underscoring the government's concern with its foreign trade has been the recent establishment of an office under the Ministries of Foreign Affairs and Trade and Industry to deal with problems of trade promotion.

Market Profile—Finland

Area: 130,000 square miles (roughly half the area of Texas).

Principal cities: Helsinki, 500,000; Tampere, 140,000; Turku, 140,000.

Population: 4.6 million (1966).

Currency: Finnmark (1 mark = $0.3125), convertible for current transactions.

Gross national product: $8.7 billion (1966).

Wages: Average hourly income for adult male industrial workers, $1.13 (1965).

Foreign trade: (1966) Total imports, $1,726 million; total exports, $1,505 million. Imports from U.S., $97.4 million (c.i.f.); exports to U.S., $96.6 million (f.o.b.).

Principal exports: Paper and paper products, wood pulp, plywood, industrial machinery, copper, ships.

Principal imports: Industrial machinery, grains, fruits, coffee, cotton, tobacco, petroleum products, coal, base metals.

Principal trading partners: United Kingdom, West Germany, Soviet Union, Sweden, United States.

U.S. Trade Center is gateway to premium Finnish markets welcoming American excellence

Reputation of American-made equipment is a powerful plus; Finland's potential surprises some U.S. traders new to market

By HAROLD A. McNITT
Office of International Regional Economics, BIC

"Finland was a surprise . . . I found more business there than I anticipated," said Mr. E. A. Anderson of the Southern Saw Service, Inc. in describing his experiences on the Georgia State Trade Mission last Fall. Summarizing the eight-member mission's impression of Finland, a recent INTERNATIONAL COMMERCE article added: "Finland seemed to surprise everyone for the size of its business potential."

Finland should not be overlooked by U.S. manufacturers and exporters who are interested in the Scandinavian market. Readily accessible from Sweden, Denmark, and Norway, Finland currently buys U.S. goods valued at nearly $100 million annually (c.i.f. value). American machinery enjoys a splendid reputation in Finland for excellence of workmanship and design. This was demonstrated at the U.S. exhibit in the Helsinki International Trade Fair in September, 1966.

Featuring American machinery, instruments, and chemicals, the U.S. participants sold goods off the floor valued at $700,000 and estimated that more than $4 million in sales would develop from the show.

The U.S. Trade Center in Stockholm provides an effective means for introducing products to the Finnish market. At a recent Trade Center show featuring equipment for the pulp and paper industries, for example, Finnish visitors outnumbered those from any country outside of Sweden. The 48 Finnish businessmen visiting the show had an opportunity to examine at first hand the most modern U.S. equipment for those industries. Significant business contacts were generated. Exhibitors estimated that between $8 million and $11 million in sales will develop from the exhibit; a portion of these sales will go to Finland.

Finnish imports from the U.S. dropped by 4% in 1966, largely reflecting a temporary decline in Finnish capital outlays. The U.S. Embassy in Helsinki reports that the Finnish Government plans to take several steps to reinvigorate domestic investment. Measures under consideration include changes in the tax system to encourage investment, moves to create a broader capital market, and a reduction in government borrowing, thus increasing the supply of loanable funds available for investment. The situation will also improve if international credit becomes more readily available.

The following types of equipment offer especially promising sales prospects if capital outlays increase as expected: metalworking machinery; textile, knitting, weaving, and finishing machinery; shoe and leather machinery; construction and earth-moving machinery; cargo handling equipment; office machinery; and data processing equipment. The Embassy reports that Finnish highway and forestry programs may create additional demand for new American equipment.

Opportunities to increase U.S. exports of consumer goods also exist. A number of promising products in this category are discussed by the U.S. Commercial Attache in his adjoining article.

SIZE OF FINLAND'S BUSINESS POTENTIAL often surprises businessmen who are new to the market. Trade keeps flowing through the Port of Helsinki despite ice chunks throughout the harbor.

SCANDINAVIAN MARKETS '67

Denmark rates good look

Rapid industrialization, large middle class make it a prime sales target

By ROBERT A. BROWN
Commercial Attache
U.S. Embassy, Copenhagen

To most Americans Denmark is a small country which sends ham, silver, and furniture to the United States, and about which romantic dreams are spun each time the song "Wonderful, Wonderful Copenhagen" is heard.

Many American businessmen think of Denmark as an agricultural country, and remembering its small size dismiss it from further consideration in their export programs.

There is much in today's Denmark which remains quaint and picturesque, but since the late fifties there has also been a rapid industrialization which has re-oriented the entire economy. Denmark is definitely worth a second look by the American businessman.

During the past ten years the Danish economy has been expanding at an average rate of almost 6% a year, and full employment has been maintained for the past several years.

There has also been a redistribution in the labor force with 65% of the agricultural workers moving over to other industrial and commercial activities. At least one-third of the population is under 21.

Very high standards of education and literacy enabled the transition from an agricultural to an industrial economy to be made rather quickly. Denmark has traditionally had a high standard of living, but the proportionate rise since industrialization, has seen the benefits spread throughout the entire population, despite a fairly substantial inflation. Imports have risen by an average of at least 10% a year during this period, reflecting not only the added individual purchasing power but increased industrial demand as well.

Prosperous people

Normally, in a country with just less than five million people one would not expect to find such a preponderance of middle class with their commensurate purchasing power; a favorite saying is most apt—Denmark, where few are very rich and fewer still are very poor! The per capita gross national product is close to $2,300 per annum, the highest of any country in Europe except Sweden, while the amount of per capita imports each year is in the neighborhood of $600.

The number of motor vehicles is almost 200 per 1,000 inhabitants, the third highest in Europe. The figure itself is deceptive because a Dane pays for almost two cars each time he buys an automobile, because of high sales and excise taxes which range from a low of 75% of the sales price to over 125%.

Denmark is also third in Europe in the number of telephones (almost 300 per 1,000 inhabitants) and in the number of television sets (about 230 per 1,000).

The Danes are first in Europe in the amount of calories consumed per day and almost at the top in the amount of meat and protein eaten.

Most of the population is urban. About 40% of the people live in the six largest cities, while about 75% of the total population live in all types of urban areas. This population density is comparable to that of the United States, and the trend toward further concentration continues at a fairly high rate.

The number of people engaged in the broad category of industry is over 40% and supplies about the same percentage of the gross national product. Gross asset formation is over 20% of the GNP. Private consumption accounts for about 65% of the GNP, as high as the U.S. or any of the other major countries of Europe. About one-third of this expenditure goes toward food, beverages and tobacco, while about 8% is spent on rent. Discretionary spending has given the average Dane an impressive number of household appliances, bringing the total in almost all categories to nearly the top European average.

These statistics all point out one very important fact: Denmark has a very high standard of living and a market that is potentially able to absorb more American products. But the important consideration is to discover which particular U.S. products can be expected to succeed in the Danish economy.

Here, unfortunately, is where the rub lies! Because of the attractiveness of the market it serves as a magnet to all the industrial countries of the world,

Market Profile—Denmark

Area: 16,600 square miles (about the size of Massachusetts).

Principal cities: Copenhagen, 1,348,454; Aarhus, 177,234; Odense, 129,833; Aalborg, 119,063; Esbjerg, 58,225; and Randers, 54,780.

Population: 4.8 million (1966).

Currency: Danish crown (1 crown = $0.145), convertible for current transactions.

Gross national product: $11,962 million (1966).

Wages: Average hourly wage for adult male skilled workers, $1.59 (1965).

Foreign trade: (1966) Total imports, $2,994 million; total exports, $2,405 million. Imports from U.S., $215 million (c.i.f.); exports to U.S., $208 million (f.o.b.)

Principal exports: Meat and meat products, dairy products, machinery, furniture.

Principal imports: Machinery, fuel, transportation equipment, iron and steel, foodstuffs, grain.

Principal trading partners: United Kingdom, West Germany, Sweden, United States.

whose representatives regularly and persistently knock on the door, hoping each time to open it a bit wider in their favor.

Then, too, since there are no duties on manufactured products originating in the other member countries of the European Free Trade Association the result is an even more competitive situation: three of these countries, Sweden, U.K. and Switzerland, are among the most industrialized and trade hungry in the world. Therefore, American manufacturers must offer better products, better terms, better delivery and better service than their competitors, many of whom are assisted by proximity or a more favorable tariff position, or both.

American businessmen should concentrate on specialized products of advanced design and technology. This is especially true of machinery and other equipment which reduce labor requirements.

Low jobless rate

Since Denmark has had less than 1% unemployment for many years she must utilize her labor force more intensively. This is not to say that small consumer products are completely ruled out—on a selective basis these too can be profitable. But as so much of Danish industry is small scale and oriented to consumer products there is little point in competing with domestic production; it is much better to divert that effort toward the more profitable potential.

An important consideration is that high rises in costs and prices have forced Danish industry to give careful attention to maintaining its competitive position and to keep any further increases to a minimum. This requires a certain amount of capital expenditure for plant and equipment modernization as well as for more modern business machines.

The products or lines which appear to have the best potential in the Danish market are: specialty machines which reduce labor needs, such as packaging machines; special purpose machinery such as filleting equipment for the fish processing industry; special handling conveyor systems; automated equipment for hard goods and semi-capital equipment production.

In the health field disposable hospital supplies should do well, while advanced surgical and dental equipment and apparatus, particularly those utilizing advanced electronic systems, should also meet with approval.

Textiles and fabrics, particularly those made of man-made fibers, are wanted by certain manufacturers. Continuous filament synthetic fibers are also needed, as well as specialty cotton products such as bathroom sets and gift-packed turkish towels.

DENMARK'S PRODUCTS GOT AMERICAN EXPOSURE at 1966 Texas International Fair. The country's efforts to maintain its competitive position in world markets bring opportunities in packaging machinery, specialty production machinery, conveyor systems and automated equipment.

Special purpose steels for further fabricating and advanced heating and ventilating equipment also sell well, while electrical equipment such as switches, control boxes, and special purpose motors can be used effectively.

Finally, laboratory and scientific equipment and apparatus of the more sophisticated kind should find ready reception in a country which devotes much of its talent to this kind of work.

Another area of possible interest is in services and related fields. During the last decade when so much of the labor force switched from agriculture to industry, some also went into services, with the result that over 20% of the working population is now concentrated in this kind of work. Advertising, public relations, management firms, and consulting engineers are becoming increasingly important.

Merchandising and marketing techniques are required in order to change over a high percentage of 'momma and poppa' type stores to a more efficient and up-to-date system. Supermarkets are only in their infancy in Denmark and offer a good opportunity for specialized equipment as well as for merchandising techniques, control procedures and advertising concepts.

Danish businessmen are shrewd, careful buyers and will not be stampeded into high-pressure deals. They have been trading with the world for centuries and quality is one of the most important tenets of their business as well as social code. They expect the same sort of courteous, intelligent treatment they render to others, which includes prompt delivery, good credit terms and prompt replies to correspondence.

The market is small, but it has depth, integrity and purchasing power. Just as many drops of water make a mighty ocean, so do many small markets sustain production. Denmark is worth a second look to the American businessman!

Nordic Area Trade Fairs

(Open to U.S. and Foreign Participation)

DENMARK Copenhagen

Apr. 27-May 5. NORD PACK 67—2nd International Packaging Fair—Bella Centre Exhibit Hall. Secretariat for Fair: U.F.E.S.A.S. Ryvangs Alle 20, Copenhagen O.

Apr. 27-May 5. NORD TRANS-NORDIC Transport Fair—Bella Centre Exhibit Hall. Secretariat for Fair: U.F.E.S.A.S. Ryvangs Alle 20, Copenhagen O.

May 16-21. 3rd INTERNATIONAL HOSPITAL FAIR—Forum Exhibit Hall. Secretariat for Fair: Fyens Forum, Odense.

June 1-7. Association of Contractors 75th Anniversary Exhibition—Bella Centre Exhibit Hall. Secretariat for Fair: Bella Centret A/S, Hvidkildevej 64, Copenhagen N V.

Sept. 22-Oct. 1. 3rd INTERNATIONAL TECHNICAL FAIR—Bella Centre Exhibit Hall. Secretariat for Fair: U.F.E.S.A.S. Ryvangs Alle 20, Copenhagen O.

Oct. 13-22. SPORTING GOODS SHOW—Forum Exhibit Hall. Secretariat for Fair: Erling Sundo A/S, Badstuestraede 8, Copenhagen K.

Oct. 20-29. COPENHAGEN TRADE FAIR 1967—Bella Centre Exhibit Hall. Secretariat for Fair: Bella Centret A/S. Hvidkildevej 64, Copenhagen N V.

Fredericia

Aug. 23-27. PURCHASE FAIR FOR STATE, SHIRE and MUNICIPALITY—Danish Sales Fair Building. Secretariat for Fair: Dansk Kobestaevne, Fredericia.

Herning

Aug. 31-Sept. 10. HI-67-TRADES and INDUSTRIES FAIR—Herning Hallen. Secretariat for Fair: A/S Herning Hallen, Herning.

FINLAND Helsinki

Sept. 15-24. NAVIGARE 67—International Maritime Exhibition—Messuhalli Exhibit Hall. Secretariat for Fair: Finnish Fair Corporation, Messuhalli, Helsinki.

Oct. 16-21. MODERN OFFICE TECHNIQUES—Messuhalli Exhibit Hall. Secretariat for Fair: Finnish Fair Corporation, Messuhalli, Helsinki.

NORWAY Oslo

Oct. 1967—International Chemical Engineering Industries, Tennishallene.

April 1968—International Materials Handling & Packaging Equipment Show. Tennishallene, Skoyen.

May 20-29, 1968—International Shipping Fair—NORGES VAREMESSE Exhibit Hall. Secretariat for Fair: Norges Varemesse, Oslo.

November 1968—AUTOMATICA—The Norwegian Industries Development Association. Tennishallene, Skoyen.

SWEDEN Gothenburg

May 19-28. International Swedish Industries Fair. Svenska Massan.

Sept. 9-17. "Household of Today" Exhibition—Swedish Industries Fair.

Oct. 19-25. SCANPACK—International Packaging Exhibition. Stampgatan 38.

Apr. 3-7, 1968. International Exhibition of Medical Care & Health. Swedish Industries Fair.

Halsingborg

Apr. 29-May 5. ENGINE 67—International Excavation, Building, and Transportation Fair.

Aug. 31-Sept. 10. International Maritime Exhibition. AB Halsingborgs-utstallningar Halsingborg Hammtorget.

Jonkoping

June 1-11. ELMIA—Agricultural & Industrial Fair. Rosenlundshall.

Malmo

May 20-23. Furniture Fair. Skane Massen, Box 19015.

Stockholm

Apr. 20-26. International Hospital Exhibition.

Sept. 13-24. St. Erik's Fair. General. Storangsvagen 18.

Oct. 12-18. Stockholm Technical Fair.

Survey discloses supermarket's role in Danish economy

Self-service stores now account for 40% of nation's food sales

A survey of supermarkets and self-service stores in Denmark has just been published by the Danish economist Per Press. His study supplies information which updates the OBR-66-72, *Selling in Denmark*, of October 1966.

The title of the study is "Selvbetjeningsbutikker, supermarkeder og dobbeltsupermarkeder" ("Self-Service Stores, Supermarkets and Double Supermarkets"). According to Danish usage, "Double Supermarkets" are supermarkets selling food and related products, as well as household goods, hardware, kitchen equipment, and textiles.

According to the survey, there were 4,328 self-service stores of all types in Denmark on Jan. 1, 1966, was 4,328. This places Denmark third among European countries with one self-service store for each 1,102 inhabitants, compared to 919 in West Germany and 910 in Sweden. Self-service stores account for 40% of food products sales, compared to 70% in Sweden and West Germany and 95% in the United States.

Of the Danish self-service stores, 435 were supermarkets. This is only 1.2% of the total food stores in Denmark, but they account for 14% of the sales of food products. Twenty-seven were double supermarkets, with an average annual business volume of 10 million kroner ($1.45 million).

A realistic prognosis based on verified building projects indicates that in another four-to-five years Denmark will have at least 650 supermarkets and 100 double supermarkets. These retail outlets will then account for about 25% of the total sales of food products.

These Government officials prepared articles in section

The following are brief biographies of the authors of the articles in the special Scandinavian Markets '67 section:

Edward J. Bash is a graduate of Baldwin-Wallace College and has attended the National Institute of Public Affairs. He has worked for the U.S. Department of Agriculture and as Chief of Mission in Rio de Janeiro for UNNRA. He joined the Department of State in 1947 and has served as commercial attache in Havana and Rio de Janeiro, and presently in Stockholm.

Robert A. Brown holds a Bachelor of Arts degree from the University of Chicago and a Bachelor of Science in Foreign Service from Georgetown University. He has been with the Department of State since 1949, serving as vice consul in Berlin, Hamburg and Bonn, consul in Bangkok and Singapore, and is presently commercial attache in Copenhagen.

James M. Devlin, who received a Bachelor of Business Administration degree from St. John's University, has worked for the Department of Commerce since 1959. He was a commodity industry economist in the Containers and Packaging Division of the Business and Defense Services Administration, and is currently plans officer for the Scandanavian Section, Commercial Exhibits Division. He has recently returned from six weeks of market research in Sweden for U.S. Trade Center promotions.

Stephen Duncan-Peters holds a Bachelor's degree from Columbia University. His first assignment as a foreign service officer was in Salonika, Greece, with the Refugee Relief Program. He was later assigned to Athens. He has served as consul in Tripoli and commercial attache in Helsinki, in addition to his present post as Director of the U.S. Trade Center in Stockholm.

Virgil M. Elliott attended Georgetown University and joined the foreign service in 1947. Since then he has served as vice consul in Glasgow, Godthaab, Copenhagen, as consul in Helsinki, and as commercial attache in Oslo. He has taught at the Foreign Service Institute and was detailed to the Department of Commerce as a commodity industry analyst.

Bobette Heien, a graduate of Connecticut College for Women, has studied at the London School of Economics and expects a Master's Degree in International Economics from George Washington University this year. She worked previously for the Chamber of Commerce of the United States, Washington, D.C., and has been desk officer for Norway, Denmark and Iceland at the Department of Commerce since 1966.

Robert G. Kemp, a graduate of the College of Puget Sound, has attended the University of Munich and the Fletcher School of International Law and Diplomacy. After working in private industry, he became a section chief at the Department of Commerce in 1962 and joined the foreign service a year later. He has been assigned to Frankfurt, and currently, Helsinki.

Harold McNitt received both his A.B. and Ph.D. from the University of Michigan. He spent two years doing research in Denmark and Sweden, and has taught at the Johns Hopkins University and Western Reserve University. He has been desk officer for Sweden and Finland at the Department of Commerce since 1962, and served as Trade Development Officer on a Trade Mission to Sweden in 1963.

Pinpoint markets

The Commerce Department's recently introduced automated trade list service can provide U.S. exporters with instant data on trade prospects throughout the Scandinavian market.

The Department's computer has assembled lists of firms dealing in specific commodities of interest to U.S. traders. The lists vary in length from 15 to 242 firms.

For Denmark there are 33 lists available; for Finland, 38; for Norway, 34; and for Sweden, 53. A single list on Iceland contains data on 100 different business firms engaged in every facet of the nation's economic activity.

The lists contain name and address of the company, name and title of the officer to contact, type of operation (manufacturing, processing, or other), form of corporate organization, year established, relative size, number of employees, whether the firm has U.S. representation, languages of correspondence, and the date the information was obtained for a World Trade Directory report.

OBR's on Scandinavia

U.S. exporters can obtain further information on Scandinavia from the following Overseas Business Reports, published by the Bureau of International Commerce:

DENMARK

Selling in Denmark. OBR 66-72. 13 pp. Oct. 1966.

Basic Data on the Economy of Denmark. OBR 65-88. 17 pp. Dec. 1965.

Foreign Trade Regulations of Denmark. OBR 65-32. 8 pp. June 1965.

Establishing a Business in Denmark. OBR 64-18. 8 pp. Feb. 1964.

FINLAND

Basic Data on the Economy of Finland. OBR 66-74. 17 pp. Oct. 1966.

Foreign Trade Regulations of Finland. OBR 64-132. 8 pp. Dec. 1964.

ICELAND

Foreign Trade Regulations of Iceland. OBR 64-107. 8 pp. Sept. 1964.

NORWAY

Selling in Norway. OBR 65-61. 8 pp. Aug. 1965.

Foreign Trade Regulations of Norway. OBR 64-137. 8 pp. Dec. 1964.

Basic Data on the Economy of Norway. OBR 64-65. 13 pp. June 1964.

SWEDEN

Selling in Sweden. OBR 66-94. 16 pp. Dec. 1966.

Basic Data on the Economy of Sweden. OBR 66-26. 17 pp. May 1966.

Establishing a Business in Sweden. OBR 65-62. 12 pp. Aug. 1965.

Foreign Trade Regulations of Sweden. OBR 65-14. 9 pp. Mar. 1965.

Write: Superintendent of Documents, U.S. Gov't. Printing Office, Washington, D.C. 20402. The reports are 15¢ apiece.

CONVENTION REPORT

'Our market is global'

International Executives Assn. sees need for trade with underdeveloped lands

By PAUL M. FEINE
Office of Publications & Information, DIB

"With all of our talk of aiding less developed countries . . . only 9% of our total exports goes to Latin America and only 5% finds its way to Africa, while 41% goes to Europe and 25% to Canada. It is a supreme irony that the figures are the same today as they were 30 years ago."

Corporation executive B. K. Wickstrum, put this thought before the 50th annual convention of the International Executives Association, held in New York last month.

This theme of trading with underdeveloped countries, and also with the Soviet Bloc, and even with Communist China, was echoed in speeches and in seminar sessions during the March 21-22 conference.

Keynote speaker

In his keynote address, Austin J. Tobin of the Port of New York Authority quickly set the tone. "For the future of world trade, much depends on how we can fulfill the human wants and aspirations of more than two-thirds of the world's people," he said. "This is the greatest challenge to you as international traders in the years ahead."

Tobin, in calling for "a new golden era of trade that will dwarf the gains of previous decades," pointed out that new modes of transportation will have to be developed along with new markets.

"Last year air cargo at New York terminals increased nearly 17% over 1965 and that extraordinary rate of increase is projected for the immediate future," he told the group. "Pan American's Juan Trippe has told this association and many others that air cargo will surpass the importance of passengers to his organization by 1980."

Hugh Cullman, president of Philip Morris International, urged American industry to invest more heavily in the developing countries. By doing so, he said, "we will help in creating markets for the future."

"We are failing to create new markets, tomorrow's markets, at a rate that will permit our growth in the years ahead," he continued. "In the developing countries our investment dollars, placed now, can build the markets of tomorrow."

Cullman pointed out that many examples can be cited of how international companies have gone into ventures in all parts of the developing world and have assisted in raising the sights, skills, take-home pay, and way of life of the natives.

He told of the Philip Morris experience in Venezuela. When the company began operations in that country, workers arrived at the factory on foot, by bicycle, and by bus. Next came motor scooters. Today there is a new dual highway going by the plant, and the employees have difficulty finding parking space for their cars.

"We in industry have a great opportunity to make the kind of far-reaching decisions that persuaded England's Virginia Company of the 17th century to explore and develop North America," Cullman told the members. "The venerable gentlemen who invested their capital in that venture foresaw the potential of this country. They could have taken the safe course and invested in the known markets of Europe. We are all thankful that they did not.

"A new Government trade policy ought to be devised to support the aspirations of the developing countries," Cullman emphasized. "A three to five year trade break has already been suggested, during which time exports from these countries would be granted duty-free or low duty entry without demanding reciprocal treatment.

Cullman added that trade preferences must also be developed with both the needs of the newly developing countries and the requirements of existing treaties kept in mind. "With the Kennedy Round negotiations soon to be completed, the General Agreement on Tariffs and Trade (GATT) will focus increasingly on trade relations with the developing countries."

The speaker reiterated that international businessmen must have markets,

PANEL SESSION concentrated on the subject of "How overseas markets will change in the coming decades," reached the conclusion that U.S. firms must effectively sell the best in both service and products to capture new foreign markets. Standing at the lectern is Dr. Arthur Kron, panel moderator.

INTERNATIONAL EXECUTIVES ASSOCIATION

and that people in the currently underdeveloped lands cannot be customers if they cannot afford to purchase our goods and services.

Acknowledging that initial profits are likely to be low in trading with the poorer nations, Cullman argued that it is "better to be in at the ground floor of a market and grow with that market, than enter at a later date when competition is entrenched."

The major dinner speaker sounded a different trade expansion gong. Senator Jacob K. Javits of New York advocated expansion of world trade with Communist China, but in an indirect way.

"The United States should revise its policy and encourage other countries which already have extensive contacts with Communist China—principally Japan, India, Pakistan, and the West European countries—to broaden these contacts and act as intermediaries for the world community," the Senator proposed.

"The theory behind this proposal is that the more ties China has with the outside world, the more likely it will be to act as a responsible member of the community of nations," Sen. Javits said. He considers China a first-class world power, in terms of influence and potential, even though they are presently a third-class industrial power.

He stressed that our policy of preventing diplomatic contacts and trade has not been very successful. "Fifty nations now recognize Communist China diplomatically and many other nations deal with Communist China economically. We have stood in the way only to have others go around us."

Sen. Javits said that U.S. policy toward China has changed during the past year from one of strict isolation to one of "containment without isolation," and urged that this be used as "a springboard" to sensible trade objectives.

Policy revision urged

Wickstrum, president of General Time Corp., called for more U.S. Government support and direction for the exporting community through tax concessions on exports, Government guarantees on investment risks, tax relief through adoption of the principle that income from overseas business should be taxed only in the country where the income is earned, and a tax credit of 30 percent on investment in underdeveloped countries.

Also on Wickstrum's list of desirable Government programs were "tax sparing," in which the U.S. Government would agree not to raise the tax on foreign income of businesses whose current taxable income is from losses due to devaluation, liberalization of anti-trust treatment in world trade, and negotiation of more and stronger bilateral commercial treaties.

He decried the fact that U.S. exports increased by only 75.9% in the period 1955-1965, while Japan's exports rose by 325%, and Common Market exports by 153.9%, and painted the outlook for U.S. growth in world trade as "bleak . . . unless and until we get Government encouragement and help."

The New York Port Authority's plans for coping with increases in air and ocean freight traffic as new markets are opened up and developed were also described for the conference by Tobin. Its new World Trade Center, to open in 1970, is "the capstone to our program to meet competition from other ports and engender trade expansion in the United States and across the world," he said.

Tobin complimented the IEA for being among the first groups to recognize the importance of the planned center, and also for having been one of the first organizations to reserve space in the complex. He said that more than 500 firms or agencies have signed up to date for offices in the center, which will include a new U.S. Custom House, twin 110-story towers for offices, a new hotel, and other buildings.

President's Award presented

The President's Award for successful accomplishment of major foreign trade goals was presented during the conference to Albert L. Nickerson, board chairman of Mobil Oil Corp., in recognition of his firm's extensive international business operations.

Seminars at the conference included panel discussions of changing overseas markets and how international advertising will change with them, banking and finance in the age of the computer, satellite communications in global marketing, and investment, manufacturing, and licensing.

Although all panel sessions were placed "off the record" to provoke unrestrained discussion, the general feeling of the panel on changing foreign markets was that Government and industry can both work together to improve and expand international trade.

The consensus was that the world is no longer beating a path to the door of the United States in order to trade with us. It will be increasingly necessary for us to get to the newly developing markets of the world first with the best in both products and service.

The panel felt that the rapid economic growth of the European Economic Community helps, rather than hinders, U.S. foreign trade. As the European nations become stronger industrially and economically, they need U.S. products which they cannot yet produce themselves. Several members pointed out that many firms which felt at the start of the Common Market that they would lose business have actually experienced an increase in sales to Europe.

A spirited debate on questions ranging from Argentina's devaluation of the peso to whether England will be admitted to the European Economic Community marked the panel discussion on banking, finance, and credit.

A novel concept in worldwide marketing was presented to the conference as ABC International Television showed its "Worldvision" system in a short film. The Worldvision network is a television organization in 26 countries throughout the world, through which firms may buy advertising in some or all of the markets covered by stations in the worldwide pool. The first full-scale use of global programming and advertising is planned for the 1968 Olympic games, which will be simultaneously telecast via communications satellites.

New Foreign-Trade subzone authorized near New Orleans

A petrochemical production facility about 25 miles up the Mississippi River from New Orleans will become a U.S. foreign-trade subzone.

The grant for the 79-acre site of the Union Carbide Corp. at Taft, La., was issued last week by the Foreign-Trade Zones Board to the Board of Commissioners of the Port of New Orleans, a public agency which is also the grantee of the foreign-trade zone at New Orleans.

The Union Carbide facilities will utilize foreign and domestic petrochemical feedstocks.

The Foreign-Trade Zones Board, consisting of the Secretaries of Commerce, the Treasury and the Army, authorizes public or private corporations to establish and operate foreign-trade zones and subzones in or adjacent to U.S. ports of entry. These zones and subzones are controlled areas into which foreign and domestic merchandise may be brought without payment of customs duties.

The Taft Subzone brings to 13 the total of authorized zone sites.

United States overseas

The export promotion dates on these five pages offer important information for the U.S. exporter by telling what to sell, and where and when. The opportunities lie in commercial trade fairs, U.S. trade center shows, trade missions, America Weeks, the Sample Display Service and Mobile Trade Fairs. The last three are described elsewhere in this schedule.

Aggressive promotion is necessary to clinch the sale, but the task is made easier by exposing your products in the ways listed here.

► Exhibits in commercial fairs by the United States are selected after a research study shows a market for the product.

► Trade center shows held in London, Bangkok, Frankfurt, Tokyo, Milan and Stockholm, are limited to specific product lines.

Write: Bureau of International Commerce, Code 938, Department of Commerce, Washington, D.C. 20230.

► Trade missions composed of U.S. businessmen are organized to promote the export of U.S. goods and services. Some are organized and financed by the U.S. Government. Others are industry-financed and industry-organized and programmed with Government help.

American firms interested in selling their products abroad are invited to submit their business proposals to: Bureau of International Commerce, Code 918, Department of Commerce, Washington, D.C. 20230.

This calendar of exhibitions will appear in the first issue of INTERNATIONAL COMMERCE each month.

Consumer products. SWITZERLAND. The Herren Globus men's stores in Switzerland are planning a retail promotion of U.S. merchandise to be held from May to September. As part of the promotion, the store will present a special exhibition of current U.S. space activities. The display will have its premiere in May at the main Herren Globus store in Zurich, and then travel to Herren Globus stores throughout Switzerland until September. **May 1-Sept. 1.**

Machine tools, general industrial equipment, food processing and packaging, electronic components, chemical products and raw materials. BRAZIL. U.S. Trade Mission. Mission is scheduled for **April 2-29.**

Space fully booked

High vacuum equipment. UNITED KINGDOM. There's profit in vacuum, and a sizeable amount of that profit can be gained through international sales. This year, the British market for high vacuum equipment is worth an estimated $11 million. The increasing utilization of thin film techniques in U.K. industry will push sales way beyond that figure in the near future. You can share in this business by exhibiting at the London High Vacuum Show, sponsored by the U.S. Department of Commerce in cooperation with the American Vacuum Society. The only vacuum exhibition in Europe next year. **London Trade Center. April 10-14.**

Space fully booked

Measurement and control apparatus. FRANCE. The French market for this equipment has experienced even, strong and uninterrupted growth in consumption. The market doubled in the last five years and will double again to $330 million in the next three years. The most promising means to reach this market is by MESUCORA, a quadrennial trade fair, which will be attended by more than 100,000 technicians and buyers from all over Europe. **U.S. commercial exhibition, MESUCORA, Paris. April 14-21.**

Space fully booked

Agricultural and food Processing equipment. ITALY. Coinciding with the Milan International Samples Fair, a "Sample Products Display," covering a wide range of products in the fields of agricultural and food processing equipment is being held. **Milan Trade Center. April 14-15.**

Area and investment development, metal and mineral mining and processing equipment, food processing and packaging equipment, general industrial machinery, metalworking machinery. TURKEY. U.S. Trade Mission. Mission scheduled for **April 15-May 13.**

Consumer products. SWEDEN. The Ahlen and Holm, AB, department store chain in Sweden is planning a retail promotion of U.S. merchandise to be held from April 24 to May 6. "Hello California" will be the theme of the promotional effort with "Miss California" as the focal point during the two-week sale. U.S. goods will be sold in 15 retail outlets throughout Sweden with special purchases in the U.S. for the America Weeks promotion expected to total $300,000. Items in demand by Ahlen and Holm for the sale include sports and leisure equipment; men's women's and children's ready-to-wear clothing; light underwear of all kinds; camping and gardening tools and equipment; home sewing equipment and yard goods; traveling equipment; modern kitchen equipment and bar utensils; toys of all kinds; gift articles; perfumes and toilet articles; phonograph records; and specialty foods and delicacies. **April 24-May 6.**

Welding machines & apparatus, inspection testing, machine tool attachments and components. UNITED KINGDOM. The British import market for machine tools is worth $100-110 million annually. Imports of welding equipment add another $15 million. There has been a sustained increase in imports for the past several years and all indicators show that this trend will continue. U.S. manufacturers will be able to show and sell to 50,000 production managers and engineers. **U.S. commercial exhibition, International Engineering and Welding Exhibition, London. April 25-May 4.**

Space fully booked

Materials handling equipment. EUROPE. Throughout industrial Europe materials handling equipment is in increasing demand. Problems arising from shortages of labor,

promotions

spiraling wages and production costs call for constant attention. Devices and systems which will lift, load, store and convey all types of products and materials quickly and economically are constantly in demand as a prime means to increase output, reduce labor input and hold the cost line. In Germany alone consumption of materials handling equipment was valued at approximately 400 million dollars in 1965, of which imports accounted for almost $30 million. U.S. systems and equipment for automated warehousing, boxcar and truck loading, order picking, weighing and registering, as well as narrow aisle trucks, special purpose fork lifts, advanced design clam and other grab buckets, magnetic conveyors, vacuum-lift systems and fluid control devices are among the items which are expected to elicit particular interest. **U.S. commercial exhibition, Hanover Trade Fair, April 29-May 7.**

Consumer products. Grands Magasins a L'Innovation, BELGIUM. L'Innovation, Belgium's largest department store chain, will hold an "America Weeks" sale of some $300,000 in U.S. consumer goods. The extensive product list includes ladies', men's and children's ready-to-wear garments; sportswear and undergarments, including beach articles; household articles of all kinds, such as fabrics, notions, white goods, furniture and house furnishings, electrical appliances and gadgets; personal items, drugs and cosmetics, jewelry, stationery, and paper products. This "America Weeks" promotion will be held in at least five L'Innovation stores—two in Brussels, and one each in Antwerp, Leige and Ghent. Scheduled for **May 5-28.**

Micro-miniature circuits and components. GERMANY. A volume and growing market exists in Germany and Europe for specialized small electronic circuits and components, especially integrated circuits. Hybrid circuits, which are also extensively used generate a need for compatible discrete components; resistors, switches etc. Consumption of these products in Germany and the surrounding countries, in addition to space and federal programs, is heavily oriented towards industrial and consumer applications. Advances in U.S. technology and finished products, established production facilities and experienced technical personnel give American manufacturers an excellent marketing position to supply known European needs. Likelihood of low tariffs portends long term potentials for U.S. firms who enter the market now. **Frankfurt Trade Center. May 8-12.**

Liquefied petroleum gas utilization equipment. ITALY. Rising prosperity, increasing consumer incomes, and the desire to modernize both the home and the factory have generated increased demand in Italy for LP Gas appliances and equipment. From 1956 to 1965, LPG consumption increased 360% and the current 10% annual rate of growth is expected to continue for many years to come. This growing market offers excellent opportunities for sales of all types of U.S. made LPG equipment. **Milan Trade Center. May 12-18.**

Space fully booked

Packaging machinery and materials. UNITED KINGDOM. Great Britain is one of the world's largest markets for packaging machinery and materials. Last year, packaging machinery sales were almost $106 million. Almost a third of that was imported—which proves that this market can be sold on an export basis. British end users look to the U.S. for new ideas in packaging. Dynamic American firms can translate this preference into new dollar sales by exhibiting. **London Trade Center. May 17-26.**

Space fully booked

Production and testing equipment for the electronics industries. SWEDEN. The rapidly growing Swedish electronic industry is producing a wide variety of products for consumer, commercial, industrial, research and other applications. The several hundred electronics manufacturers in Sweden and adjacent Scandinavian countries offer a worthwhile market for U.S. manufacturers of advanced equipment for the production, assembly, encapsulation and insulation of electronic gear, as well as for sophisticated quality control, production, and in-line testing equipment and instruments related to the manufacture of electronic products. This exhibition is the first of its kind in Scandinavia and follows highly successful similar Trade Center shows in Frankfurt, Milan, London, and Tokyo. **Stockholm Trade Center. May 18-24.**

Auto service and maintenance equipment. JAPAN. Japan's automotive service industry is modernizing to keep pace with a spectacular rise in vehicle registration. U.S. firms can capitalize on the expansion by exhibiting in this Exhibition. U.S. automotive equipment is known in Japan for its durability, precision performance, and technical innovation. **Tokyo Trade Center. May 22-27.**

Space fully booked

Aviation equipment and components. FRANCE. Air passenger and cargo traffic in Europe is increasing at an extremely fast rate annually, requiring a corresponding growth in commercial airfleets, airports, freight and ground handling facilities, service and repair equipment and all types of aircraft equipment and components. With facilities already feeling the strain of traffic beyond capacity, sales opportunities for U.S. made equipment throughout Europe's aerospace industry have never been better. For the first time, the U.S. government and aerospace industry have joined forces to present an exhibition of the latest aviation equipment components and technology. **U.S. commercial exhibition. 27th International Aviation and Space Salon, Paris. May 26-June 4.**

Metal finishing and anti-corrosion equipment and supplies. SCANDINAVIA. Sweden and the neighboring Nordic countries are modernizing their industrial facilities. The metal working industry which figures prominently in the Swedish economy, and other related industries are in need of advanced technique for metal finishing and the protection of metals from corrosion. There is an opportunity for U.S. industry to introduce recent innovations and significant developments in this field. **Stockholm Trade Center. June 8-14.**

Industrial furnaces. ITALY. Italy's rapid industrial growth, particularly in the steel, automotive and metal-working sectors, provides excellent market possibilities for advanced and so-

POTENTIAL BUYER discusses terms with a representative of Southern Petroleum Co. at the highly successful U.S. Exhibition at the First Ghana International Trade Fair. Over $6 million in sales are expected this year.

phisticated U.S. metal heat treating equipment. Heat treating of metals is becoming more and more important in Italy, and the demand for industrial furnaces is expected to increase considerably in the next few years, as Italian manufacturers look for advanced industrial heat treating equipment in an effort to cut down on ever-increasing production costs. This exhibit will be the first exclusive showing of industrial furnaces in Italy. **Milan Trade Center. June 13-18.**

Industrial and scientific photographic equipment. UNITED KINGDOM. Large research and development programs in industry and extensive research in the universities have created a substantial market in the United Kingdom for industrial and scientific photographic equipment. Additionally, England is making increasing use of photogrammetry in town planning and traffic studies, opening up additional market opportunities. There are at present 17,000 in-plant photographic departments in the U.K employing 68,000 people. The average department owns some $4,000 worth of equipment. Sales of photographic equipment and materials to these users totaled $176.4 million in 1965. **London Trade Center. June 13-23.**

Commercial and household air conditioning equipment. THAILAND. Heavy emphasis on new construction, particularly that designed for tourist use, is contributing to the ever-increasing demand for air conditioners. In 1964, Thai imports of air conditioning equipment and parts amounted to about $2 million, an increase of 25% over 1963. U.S. manufacturers have been very successful to date but indications are that other foreign companies are jealously eyeing our major share of the Thai air conditioning market and are about to provide greatly increased competition. Aggressive sales promotion through the medium of this Trade Center exhibition will help offset the rising challenge of non-U.S. manufacturers. **Bangkok Trade Center. June 14-23.**

Equipment and systems for telemetry and remote control. GERMANY. A highly receptive market reportedly exists in Germany for telemetric, telecommand, and remote control equipment, for use in the country's advanced industrial, communications, and scientific facilities. The annual market approaches $10 million, with excellent growth prospects for "information transference" equipment in the fields of aerospace, industrial, scientific, bio-physical/medical, meteorological, time-motion, and related intra- and inter-plant activities. In addition to equipment sales opportunities, U.S. know-how may be profitably exported through consulting and engineering services associated with these operations. **Frankfurt Trade Center. June 19-24.**

Space fully booked

Measuring, recording and controlling instruments for the chemical industry. GERMANY. Technical measurement and control instruments, together with equipment for automatic operation of manufacturing facilities, find ever increasing applications throughout Europe. Demands for improved quality and lower costs continue to outstrip European productive capacity. Unemployment is virtually non-existent. The current economic situation demands that industrial capacity be expanded and increased in all sectors of production. The European manufacturer is actively seeking new materials, improved techniques, more modern machinery and equipment and other devices to increase output so that he may produce at a lower cost per man-hour. This international fair offers the most important opportunity for the American manufacturer of instrumentation to show and sell his products to the largest number of buyers from all parts of the world in the field of chemical engineering. It is the most important scientific event of 1967 in Europe in the field of chemical engineering, and will be held during the European Meeting of Chemical Engineers. **U.S. commercial exhibition. ACHEMA, Frankfurt, Germany. June 21-29.**

Sports and leisure goods. JAPAN. The Japanese are now freely purchasing imported sports and leisure goods and it is quite obvious that the possession of U.S. products has become a status symbol to many. U.S. exports to Japan in this field rose from $4.2 million in 1962 to more than $12 million in 1965. Marketing of high quality, durable, dependable equipment including our latest and most sophisticated products is the key to continued success and within the near future U.S. exports of sports and leisure goods to Japan are expected to reach 20 million dollars. **Tokyo Trade Center. June 26-July 1.**

Factory modernization equipment. AUSTRALIA. In order to stimulate plant modernization, the Australian Government is allowing an extra 20% tax depreciation the first year for approved facilities, thus permitting a 30% allowance the first year of a 10 year period. Total depreciation amounts to 120%, an indirect subsidy of 20%. Of the approximately 59,000 factories on which Australian economy is vitally dependent for production, repairs, jobbing and subcontracting purposes, the vast majority are operating with old or obsolete equipment, much of it 35-40 years of age. Specific sales opportunities exist for metal working machine tools; industrial heating and foundry equipment; specialized types of valves, pumps, and compressors; rubber and plastic working machinery; automatic welding equipment; and other general engineering equipment and accessories. **Fourth International Engineering Show, Melbourne, Australia. Aug. 7-12.**

Miscellaneous industrial and agricultural machinery and equipment. TURKEY. American firms with Turkish agents who are interested in exhibiting at the Izmir, Turkey Fair should advise their agents to make application at the Commercial Office of the American Consulate General in Istanbul. The U.S. total special allocation in 1966 was $850,000 and it is expected that the 1967 allocation will be at least as much. **Izmir International Trade Fair, Aug. 20-Sept. 20.**

★★★ **Tourex 67.** (Tourism Equipment and Services Exhibition) will provide a package of three international exhibitions that, within a period of six months in 1967, will give manufacturers of nine different product lines exposure to the entire European market from Portugal to the Black Sea. Product lines featured are: hotel, restaurant and catering equipment; heating, ventilation, air conditioning, and refrigeration equipment, recreational facilities; contract furniture and furnishings; transportation and travel facilities; business machines; institutional maintenance equipment; and consultant services. **(See next three items for details.)**

Food preparation and hotel and restaurant equipment. SPAIN. Spain's booming tourist industry is creating new sales opportunities. Last year Spain imported more than $26 million of food service equipment and prospects for a continuing high level of dollar sales is expected. Spain's four year development plan calls for an investment of $713 million during 1967 in new hotel construction and expansion of existing facilities to help accommodate the growing tourists trade. U.S. equipment suppliers to the tourist, food service and lodging industries can build sales and profits in one of the fastest growing markets in Europe by participating in the U.S.-sponsored commercial exhibition. **International Samples Fair, Barcelona, Spain. June 1-15.**

Equipment for the food service, lodging and recreational industries. GERMANY. This second TOUREX promotion will give U.S. companies an opportunity to exploit the markets in Western and Central Europe. Germany plans to spend $200 million annually over the next few years to improve on its existing tourist facilities and build many new ones. France, under its fifth modernization plan, will construct 30,000 new hotel and motel rooms and modernize another 600,000 by 1970. Total investments are expected to reach $434 million by then. Italy's National Five Year Plan calls for $2.4 billion to be invested in hotels, spas, and air and sea transportation by 1970. Construction over this period is expected to include 200,000 rooms and related facilities. Austria's tourist industry will invest $120 million in the next three years to build new, and improve existing tourist facilities. Greece is planning an investment of $280 million in its tourism industry during the period 1966-1970. The market promotion campaign will not be restricted to the tourism industry but will be directed into such other areas as hospitals, educational institutions, indstrial in-plant feeding facilities and government and military establishments where similar equipment is used. **TOUREX-Munich International Tourism/Hotel Restaurant Exhibition. Sept. 15-24.**

Equipment for the foodservice, lodging and recreational industries. YUGOSLAVIA. Yugoslavia has announced plans to spend $80 million, in hard currency alone, for the purchase of equipment to improve old and build new tourist facilities. This first major U.S. commercial exhibition in Yugoslavia will

America Weeks

America Weeks are overseas retail sales promotions of U.S. consumer goods.

Overseas retailers planning one of these promotions make their merchandise selections through overseas offices or agents of American manufacturers or through an appropriate U.S.-based buying office.

Announcement of each separate America Week promotion, along with the name of the related buying office, is made by INTERNATIONAL COMMERCE. In addition, Commerce's Business and Defense Services Administration is developing mailing lists by commodity categories of manufacturers and distributors interested in selling to overseas retailers.

Any U.S. organizations interested in supplying promotional material for this program are asked to give a brief description of the exhibition or demonstration, and to indicate the languages in which it is available.

Write: America Weeks, BIC-944, Department of Commerce, Washington, D.C. 20230.

Sample Displays

A Sample Display Center is just what its name implies—a place to show samples of U.S. products.

U.S. firms without agents in the area may use any Center to present their products to prospective local agents and distributors.

Centers are supervised by U.S. commercial officers at the embassies in the host countries. U.S. products and descriptive literature may be displayed without charge for 30 days.

For information on the Centers in Bangkok, Beirut, Manila, and Nairobi, **write:** Sample Displays, BIC-936, Department of Commerce, Washington, D.C. 20230.

For the Sample Displays at Addis Ababa, Cairo, and Melbourne, **write** to the Commercial Attache at the American Embassies in Addis Ababa and Cairo, and the Consulate General in Melbourne.

Mobile Trade Fairs

Mobile trade fairs are private business ventures designed to show and sell products of U.S. business and agriculture through traveling exhibitions carried in ships, airplanes, trains and exhibit vans.

Objectives of a mobile trade fair are to help U.S. firms enter the exporting field; to open new markets for American goods; and to assist U.S. business concerns in finding overseas agents.

The Bureau of International Commerce provides technical support and certain kinds of financial assistance to qualified mobile trade fair operators.

Write: Mobile Trade Fairs, BIC-918, Department of Commerce, Washington, D.C. 20230.

LISTS OF REGISTERED TRADE VISITORS are given to exhibitors at Trade Center shows to help them in follow-up contacts. Here visitors sign in at the U.S. Trade Center in Frankfurt during the recent show of electronic data processing equipment, one of nine Commerce shows scheduled this year.

also be promoted in Czechoslovakia, Poland, Rumania, Bulgaria and Hungary. The influx of tourists to these countries is creating a strong demand for new and improved facilities in hotels, motels and recreational facilities. **U.S. Yugoslavia/TOUREX Exhibition, Belgrade. Sept. 28-Oct. 4.**

Packaging and food processing equipment. MEXICO. "Another packaging machinery show, in 1967, would provide an opportunity to display the superiority of U.S. equipment." This recommendation came from one of the 15 packaging exhibitors at last year's U.S. solo industrial exhibition in Mexico City. These exhibitors drew more than their share of the 15,000 registered trade visitors. They discovered that, as one of them put it, the packaging industry in Mexico is "on the verge of tremendous growth." This year the exposure of packaging machinery will be greater and U.S. manufacturers of food processing equipment will also have a chance to benefit from the lucrative market. Mexican purchases of packaging machinery topped $5.5 million in 1965; food processing equipment had $30-32 million in sales in 1966. **U.S. Solo Packaging and Food Processing Equipment. Mexico City. Aug. 1-10.**

Agricultural Chemicals and Specialties. JAPAN. Lack of arable land, the steady migration of farm labor to cities and towns, and rising food imports have been major factors behind Japan's drive towards more intensive farming. As a result, sharply increasing demand is predicted for multi-purpose pesticides, high-grade complex fertilizers, and efficient agricultural chemical spraying, spreading, and dusting equipment. **Tokyo Trade Center, Aug. 28-Sept. 2.**

Environmental test equipment. UNITED KINGDOM. The U.K. is more advanced in the use of environmental test equipment than most other European nations, including Germany where U.S. exhibitors met with success last fall at an American Environmental Test Equipment Exhibition at the Frankfurt Trade Center. Based on present activity in the aerospace and other industries, and the scientific research for future programs, much of the "first generation" of environmental test equipment that has been in use in Britain for the past five to ten years needs to be replaced or supplemented. U.K. entrance into high performance military and civilian aircraft programs has meant that environmental test requirements not used heretofore now must be met. All this adds up to a market that is expected to reach $35 million in the near future, a 40% increase above the present $25 million market. There are sales opportunities for U.S. manufacturers of these products: Sinusodial and random vibration equipment, 1,000 to 30,000 lbs. force; altitude, humidity, and high and low temperature chambers; shock machines and associated instruments; centrifuges, and solar simulation equipment. **London Trade Center. Sept. 13-21.**

Food processing, packaging, metalworking, petrochemical, textile processing and plastics processing equipment. TAIWAN. Direct export sales continue to be the primary objective in this market, but in addition this exhibition will focus on the broad investment opportunities which Taiwan presents for U.S. manufacturers. Licensing agreements, joint-ventures and wholly-owned subsidiary operations are all acceptable and desirable to the Government of the Republic of China. This exhibition will offer interested U.S. manufacturers an opportunity to take a good look at the market in Taiwan from both a sales and investment point of view. **U.S. Industrial Machinery Exhibition, Taipei. Oct. 26-Nov. 4.**

U.S. companies to get opportunity at expanding Italian industrial furnace, heating equipment market

Plans call for spending to total $9 billion over next 3 years; June Trade Center show will feature latest advanced equipment

Italian industry plans to spend about $9 billion over the next three years for new plants and equipment, and U.S. makers of industrial furnaces and ovens can share in the business by taking part in an export sales promotion at the U.S. Trade Center in Milan, June 13-18.

Because internal tariffs among European Economic Community (EEC) countries are to be completely abolished by July 1, 1968, Italian industry is in the market for the advanced equipment that will enable it to remain competitive with other European producers who will have equal access to the six EEC countries.

Stimulated by the EEC prospects as well as their own vigorous economy, Italian manufacturers are preparing to boost industrial output by the use of machinery that will increase productivity at lower unit costs. Sales opportunities for U.S. industrial heating equipment are especially promising, according to market studies.

The Trade Center show, will bring buyer and seller together through a broad market development campaign now in progress in Italy and surrounding countries. An agency-finding service for U.S. companies not now represented in Italy also is in operation.

A Commerce market survey shows that Italy's steel, metalworking, automotive and electronic industries spearhead the fast-growing market for industrial heating equipment. Italy's business machine, typewriter and sewing machine industries have increased the demand for heat-treating equipment. The market is enhanced as Italian businessmen venture successfully into such new manufacturing areas as electronic and refrigeration equipment. Manufacturers of industrial and technical instruments in Italy also offer excellent potentials for the sale of U.S. industrial heating equipment.

The survey pinpoints promising business prospects in Italy for U.S. makers of the following products:

Metal-melting furnaces, electric arc and induction; process controls for furnaces; heat-treating induction furnaces; electric furnace pilot plants; furnace safety devices; atmosphere generators; aluminum alloy-treating furnaces; vacuum-electric furnaces; crystal-growing furnaces; and automatic heat-treating furnaces including die-hardening and box-type precision tempering furnaces.

Also, laboratory furnaces, gas- and electric-fired; semiconductor production furnaces; box-atmosphere radiant tube furnaces; gas-fired furnaces for annealing nonferrous wire in coils, copper and aluminum sheets, copper tubing and brass stamping; and muffle furnaces for special applications.

Although the Milan show of furnaces and ovens will be a first-of-its-kind under the Commerce Department's overseas commercial exhibitions program, U.S. makers of other types of industrial heating equipment have been successful at selling abroad through a number of Commerce export promotions.

For example, preliminary results of a show of heating, ventilating, air-conditioning and sanitation equipment (HEVAC) held March 1-7 at the Milan Trade Center indicate the 28 U.S. exhibitors will do more than $2.1 million in new export business in Europe within a year. The U.S. firms sold $139,000 worth of equipment off-the-floor. The nine firms seeking overseas representatives signed up 11 agents to handle their products on a long-term basis. Eleven additional agency agreements were under negotiation at show's close.

The HEVAC show set new attendance records for the Milan Trade Center—more than 8,000 trade visitors. The show was planned to coincide with the annual Italian Exposition and Convention on Heating, Air-conditioning, Refrigeration and Sanitation Equipment on the adjoining Milan fairgrounds.

A U.S. export promotion exhibition of LP gas-utilization equipment is the next show scheduled for the Milan Trade Center, May 12-18.

At the Hanover Trade Fair in Hanover, Germany, last Apr. 30-May 8, 69 U.S. makers of heating, ventilating and air-conditioning equipment made off-the-floor sales of some $475,000 and estimated they would share in more than $5.9 million worth of new export business within a year of the show.

Of 31 firms in the group seeking overseas representation, 15 appointed agents to represent them on a long-term basis. Fifty-one additional agency agreements were under negotiation at show's close.

U.S. firms interested in taking part in the Milan exhibition may obtain additional information from the Bureau of International Commerce (code 934), U.S. Department of Commerce, Washington, D.C. 20230 (phone code 202—WOrth 7-5351), or from any of the Department's 42 Field Offices.

Melbourne Home Show dates set by Australian organizers

The 1967 Melbourne Spring Homes Show will be held Aug. 31-Sept. 9 in the Exhibition Buildings, Melbourne, and will display furnishings and fittings, foods, wines, glassware and other household items.

Special exhibits already scheduled include: the "Wonderland of Light," a 30-ft. diameter geodesic sphere on a revolving turntable; model homes of the 19th, 20th and 21st centuries; fashion shows; arts and crafts demonstrations; and other features.

For further information, **write:** General Exhibitions, Fairs & Conventions (Vic.) Pty. Ltd., 392 St. Kilda Rd., Melbourne, Australia.

Malta seeks trade executives to attend fair this summer

Members of American import-export associations who are planning trips to the Mediterranean area this summer have been invited by the management of the 9th Malta Fair to attend the fair, which will open July 1.

The fair organizers have asked the American Embassy in Valletta for the names of any U.S. executives in the import-export business who might be available to attend the opening festivities as guests of the Malta Trade Fair Corp. The invitation includes transportation from Italy to Malta and return, with expenses for a stay of from four to five days paid by the corporation.

Businessmen who are interested in taking advantage of the Maltese offer should contact the American Embassy, Valletta, Malta.

Record attendance marks Milan Center's cooperation with fair

Joint effort with Italian show brings 9320 to U.S. exhibition

The highest attendance ever recorded at the U.S. Trade Center in Milan was the reward for the Center's tie-in of its heating, ventilating, air conditioning, and sanitation show, March 1-7, with the concurrent Milan trade fair on the same subject.

By the show's end, over 8000 qualified trade visitors had seen the displays of 28 U.S. firms at the Center, and in all 9320 persons had attended.

Direct sales at the Trade Center totaled $139,060 with $2.1 million expected in sales during the next year as a result of the show.

Six information booths placed at strategic locations on the exhibit floor of the 8th Italian heating, ventilating, and air conditioning exhibition kept delegates to that show informed of the adjacent Trade Center and the American products on display there.

The combined U.S. and Italian exhibitions were open on March 1 by U.S. Embassy officers and Italian Ministry of Industry and Commerce representatives. Officials of both shows expressed their satisfaction with the continued cooperation of the Trade Center with major Italian Trade fairs in Milan.

Many visitors to the U.S. exhibition came from countries outside Italy, a fact attributed by Center officials to the drawing power of the Italian fair.

Among 11 agency agreements signed during the show were two made by Welty-Way Products, whose scale-model automatic fabricating machine attracted crowds of interested businessmen. Welty-Way expects over $250,000 in sales during the next year in the Italian market as a result of its participation in the Trade Center show.

Eleven other representation arrangements were under discussion as the show closed.

W. A. Jacobsen, vice president of Borgerud, summed up the reaction of the exhibitors, "We talked to enough people on the first day to make our trip worthwhile. We are also negotiating a licensing agreement with an Italian firm."

STEAM TRAPS, strainers, and humidifiers were shown at the Trade Center by Armstrong Machine Works, whose booth is shown above. Air Con Corp. (below) showed an inexpensive method of constructing replacement filters for air conditioners. The firm expects $75,000 in sales during next year.

SCALE MODEL automatic metal fabricating machine attracted much attention in Italy, where ductwork is done by hand. President Robert Welty (below left) of Welty-Way signed two agents during show.

DUCT-O-MATION Line
EXACT 1/4 SCALE WORKING MODEL OF
CUT TO LENGTH LINE
Automatic NOTCHER

U.S. firms focus on Britain's $423 million photographic equipment, technology market

Thousand top-selling dealers in cameras and supplies will be invited to London Trade Center exhibit of photocopiers, graphics, other items

The U.S. Trade Center in London will take on the trappings of a camera shop June 14-22 for a show to help U.S. firms boost their share of Britain's $423 million market for industrial and scientific photographic equipment.

The United Kingdom has some 17,000 firms or in-plant departments where more than 68,000 persons do photographic research. Most of their supplies are purchased from fewer than 1,000 dealers, according to market studies.

These dealers will be invited to the Trade Center show through a broad market development campaign now being conducted by the Commerce Department. An agency-finding service for U.S. show-exhibitors not now represented in Britain also is in operation.

The Trade Center show will provide an excellent opportunity for an interchange of information on new applications of photographic equipment and technology between U.S. manufacturers and British buyers and users. A British market survey shows that U.S. special-purpose photographic equipment is well known and widely accepted in Britain because of technological advances in America's space program.

The U.K. market has always been exposed to international competition. The United States is Britain's principal supplier of photographic and cinematographic equipment, followed by Western Germany and Japan. Britain's market for photographic materials and supplies in 1965 amounted to $423 million. Of that total, $45.4 million represented imports of special-purpose photographic equipment and materials, of which the United States supplied almost 30 percent.

Excellent sales opportunities exist for the following U.S. special-purpose photographic equipment:

Aerial and surveillance cameras; photocopying equipment; microfilm; small-scale movie processing equipment; automatic index studio cameras; graphic arts cameras and litho platemaking equipment; high-speed framing and streak cameras; special sound-on-film equipment; oscilloscopes; densitometers; special film emulsions; special flash units; processors; dodging printers; lenses; motion analysers, and animation equipment.

U.S. manufacturers of photographic products have been successful at selling abroad through past Commerce export promotions. As an example, 18 U.S. exhibitors in a show of photographic products at the U.S. Trade Center for Scandinavia in Stockholm, Sweden, in Sept. 1965, made floor sales of $72,895, and estimated they would do more than $550,000 worth of new business in Scandinavia within a year of the show.

Three of the U.S. companies were looking for agents to represent them on a long-term basis. One company, already represented in Finland, reached an agency agreement with a Swedish firm to market its products in Denmark, Norway and Sweden. A second company established nine distributorships—five for Sweden, two for Norway, one for Finland and one for all Scandinavia. The third was negotiating an agency agreement for Sweden at show's close.

U.S. firms interested in taking part in the London show may obtain additional information from the Bureau of International Commerce (code 932), U.S. Department of Commerce, Washington, D.C. 20230 (phone: area code 202, WOrth 7-5506), or from any of the Department's 42 Field Offices.

Trieste Trade Samples Fair will feature lumber this year

Trieste is scheduling its 19th International Trade Samples Fair for June 21-July 5 this year. U.S. firms are invited to participate in the fair, which this year will place special emphasis on lumber and wood products, chemicals for use with woods, and wood working and transportation equipment.

General categories for display at the fair include consumer goods, household appliances, foods, handicrafts, and small machinery.

Last year's fair attracted over 1100 exhibitors, with nearly half of them from outside Italy. Attendance was put at 118,000, with 12,000 registered as trade buyers and commercial officials.

Write: Fair Management, International Trade Samples Fair, Trieste.

Stuttgart trade fair invites U.S. welding equipment

American firms are invited to enter an international trade fair for Resistance Welding and Micro Seaming Equipment in Stuttgart, Germany, Nov. 7-12, sponsored by the German Association for Welding Techniques.

The sponsoring association considers American equipment for resistance welding and micro seaming to be more technologically advanced than European products, due largely to American technological progress in missile and aircraft construction and in electronic engineering, and foresees good sales prospects.

The following commodities will be admitted for display:

Resistance Welding—roll spot, continuous seam, butt and bond welding equipment.

Micro Seaming—laser welding devices; thermo-compression, ultrasonic, electron beam, argon arc, plasma-arc welding equipment.

Write: Stuttgarter Ausstellungs G.m.b.H., 7 Stuttgart N, P.O. Box 990, Germany.

Industrial instrument show to be held in Johannesburg

An exhibition of scientific and industrial instruments, laboratory equipment, and control and automation equipment is scheduled for Johannesburg, South Africa, from Aug. 21-24.

Sponsored by the Instrument and Control Society of Southern Africa, it is the fifth exhibition of instruments and automation equipment.

American firms are invited to participate. **Write:** Industrial Exhibition Organizers Ltd., P.O. Box 15517, Siemend, Johannesburg, South Africa, for further information.

Italy's second largest fair set for September in Bari

The second largest Italian general fair, the annual Levant Fair, will be held at Bari from Sept. 7-20. More than two and one half million people attended last year's fair, the 30th in the series.

In all, 37 countries participated officially in 1966 and there were over 8,000 individual exhibits, approximately two thirds of them from Italy and the remainder from some 80 countries.

U.S. participation in last year's fair consisted of a water desalting plant, exhibited by the AEC and the Department of the Interior.

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CURRENT BUSINESS DEVELOPMENTS IN BRIEF: The Shannon Industrial Estate continues to play an important role in **Ireland's** economy and to contribute significantly to the economic growth of the country. During 1966, exports of manufactured goods from the industrial estate reached an estimated $78 million, while imports totaled approximately $56 million. . . . A recent study of the Bank of **Italy** shows that 7% of an average $2,160 family income in 1965 was spent for durable goods, with automobiles accounting for over two-thirds of consumer durable expenditures. . . . **Netherlands** imports in January reached $679.5 million, 8.8% above January 1966; exports totaled $600 million, 20.2% above the previous January. Imports from the U.S. in January amounted to $81 million, 3.6% below last January. The U.S. share of the Dutch import market was 11.9%, compared to 13.5% in January 1966. . . . Gulf Oil Corporation and Minas de Rio Tinto, S.A. of Madrid will jointly build and operate a chemical factory under the name Rio Gulf Petroquimica, S.A.; it will be located in southwestern **Spain** at Huelva, which is one of the country's development centers. . . . **Switzerland's** working population, which has grown at a rapid pace during the last 15 years, will increase at a slower pace in the future according to Government projections. The past rapid growth was largely due to the influx of foreign workers. By assuming that Government controls will stabilize the foreign labor component at 700,000, it is projected that the total resident labor force will be 3.02 million in 1974, a 6.4% increase over the 2.84 million in 1964. In contrast, the total population is expected to grow 8.8% during the same period and reach 6.39 million in 1974. . . . The Instituto Venezolano de Petroquimica (IVP) has announced conclusion of a joint venture agreement with an international development investment group for a plant to produce urea in **Venezuela.** IVP describes the proposed installation as the world's largest urea facility. It will utilize 12.6 million cubic feet of natural gas from Lake Maracaibo to produce 500,000 metric tons of urea per year.

MEXICO

New records expected

Increased public investment should spur already booming economy

By DOUGLASS K. BALLENTINE
Commercial Attache,
U.S. Embassy, Mexico City

Mexico's foreign trade and business activity reached record heights in 1966, and promise to do even better in 1967. Continuing progress toward greater industrialization and zealously guarded economic stability kept Mexico in the spotlight of international commerce during 1966; the excellent business environment and the accompanying business opportunities assure that a similar situation will continue in the coming year.

BALLENTINE

Gross national product grew last year by 7% in real terms to $21.7 billion at current prices, a sharp advance over the 5.4% of the previous year. Prices rose 4.5%. Private investment was sustained at high levels, and the government was increasingly in the market for goods and services as the year progressed.

The ordinary budget of the Federal Government for 1967 is $1.77 billion, some 10% higher than in 1966. The budget for 21 of the leading decentralized agencies, including such important purchasers of imported goods as *Petroleos Mexicanos,* the National Railways and the Federal Electricity Commission, totaled $2.67 billion.

Foreign trade grew less rapidly in 1966 than during the preceding year. Import growth was slowed principally by the increased domestic manufacture of automobiles and parts, while government discouragement of wheat production for export, plus a reduced cotton crop due to bad weather and smaller acreage, were the main factors in the less rapid growth of exports.

Imports nevertheless rose by 3.1% to a total of $1.61 billion and exports by 6.4% to $1.19 billion. The trade deficit of $423 million was $23 million less than a year earlier.

Shift to U.S.

Net earnings from tourism and border transactions rose to $382 million from $370 million in 1965. Tourism earnings netted 21% more than the preceding year, but border transactions moved relatively in favor of the United States.

Capital movements into Mexico—both government borrowings abroad and the inflow of direct foreign investment—were sufficient to preserve net foreign exchange holdings at a healthy level, $517 million. Mexico thus began 1967 in an excellent position to finance its increasing import needs during the year.

Mexican trade with Central American and LAFTA countries is picking up steadily. The proportion of manufactured goods in exports is high, and the prospects for continued expansion are good. This trade still represents a small percentage of Mexico's total foreign commerce, however.

Trade with the LAFTA countries in 1966 increased markedly, and in Mexico's favor. Exports to LAFTA were $56.6 million, up 55% from 1965, while imports were $33.4 million, 13% above 1965. The exports were made up largely of iron and steel tubing, books, industrial specialties, radio parts, synthetic hormones, and sodium polyphosphate.

Exports to Central America and Panama were up nearly 7% to $25.8 million. Of this total, 71% were manufactured goods.

The outlook for exports in 1967 is very good. Aggregate agricultural exports, which account for about half of total exports, are expected to improve slightly. Cotton sales abroad in 1967 should be somewhat greater in both quantity and value. Returns from sugar sales should approximate those of 1966. Winter vegetable shipments should continue the upward trend of recent years.

The outlook is unclear for mineral exports, which account for about one-quarter of the country's total exports. The Government is urging increased domestic industrial use of gold and silver, as a stimulus to local production. Copper sales abroad are likely to be reduced somewhat due to increased domestic consumption of this metal also.

Exports of other minerals are likely to hold even or be slightly reduced if tax relief for the mining industry continues to be withheld. If the announced tax relief for the industry is implemented, however, total mineral exports would almost certainly increase.

Sales of manufactured goods abroad are expected to increase, both in value and in proportion to total exports. Active promotion boosted exports of manufactured goods to 19% of total exports in 1966, compared to 17% in 1965. Particularly important are chemical exports, which now constitute a fourth of Mexico's exports of manufactures.

Tourist income also should continue its yearly increase of 15 to 20%.

Imports are likely to increase by approximately the 1966 percentage, or perhaps slightly more. Private demand for imports should grow at about the same rate, while demand from the public sector should be somewhat stronger as the government agencies implement their announced projects.

The Government has recently announced an ambitious investment program for 1967—part of its six year development program for 1965-70. The plan calls for the equivalent of some $1.8 billion of public investment in 1967.

Public investment in these and other related areas is expected to exceed $10 billion over the six-year development period, with private investment estimated at $18 billion over the same period.

The strong role of private enterprise is reflected in the fact that private commercial imports made up 82.4% of the total for 1966, and given the emphasis on the private sector, this figure should change little in 1967.

Overall, the outlook for imports indicates a continuation of the heavy demand for capital goods, with a further gradual closing of frontiers to consumer items and components as local manufacture is established. There are increasing indications, however, that the need to compete on a world-wide basis will lead to a more selective policy of protecting domestic production.

The already heavy market for capital and producer's goods shows no signs of slackening its rate of increase as capital becomes available for more domestic industry. Specialized components and products will continue to be imported.

The same outlook holds to a lesser extent in the automobile and fertilizer industries, where imports of components or direct sale products are diminishing. However, fertilizing specialties and heavy repair equipment for automobiles will remain in strong demand. Domestic production of agricultural machinery also is displacing sales of many imported products and stimulating the demand for capital goods, but the more sophisticated products will continue to be imported in increasing quantities.

Great opportunities for U.S. exports have emerged from the government's program to re-equip the entire textile industry over the next several years. The trade estimates that 90% of demand will be met by imports; the United States has supplied about two-fifths of imports in the past and could supply more.

The government's attention to transport indicates a continued need for construction equipment. Rail and highway construction will continue active, and a new three-year program to improve air facilities should provide additional opportunities for U.S. exporters.

Import demand in pharmaceutical lines should continue strong, and direct sales of chemical products, especially raw materials and chemical specialties, can be expected to increase further during 1967, despite a widening variety of locally produced chemicals.

The demand for metals, particularly steel scrap, should continue high although the rate of increase may level off slightly as domestic production of scrap substitutes and metal specialties increases.

Despite increased Mexican production, the demand for paper products, particularly for newsprint, should continue strong.

Mexico seems to be on the verge of a veritable takeoff in the packaging industry, and the demand for producers goods is expected to rise sharply. Opportunities to sell sophisticated communications and other electronic equipment are likely to increase.

It cannot be emphasized too strongly that the Mexican market for capital goods of advanced design is growing rapidly. As Mexico moves increasingly into exports of manufactures, machinery and equipment which can lower costs and improve quality is in constant demand.

Last year's U.S. Industrial Exhibition demonstrated that the Mexican market for advanced machine tools and industrial instrumentation is very large; resulting sales ran at about $15 million. Another exhibition featuring packaging machinery and food processing equipment and materials will be held in Mexico City this August.

American exporters should be warned, however, that foreign competition, especially from Europe and Japan, is increasing sharply, and that aggressive marketing techniques and good service will be indispensable in capitalizing on the excellent prospects for business with Mexico in 1967.

MOBILE SERVICE STATIONS have been introduced to Mexican customers of the International Group of the Electric Storage Battery Co. The van is loaded with vital parts for quick repair to batteries and chargers. Post-sale service is indispensable in meeting vigorous competition from foreign countries.

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Near record cotton crop should boost growing Nicaraguan economy; imports likely to be up 10% in '67

Credit restraints on non-essential imports to be retained; incoming government expected to emphasize rural development

By WALTER M. CADETTE, JR.
Commercial Attache
U.S. Embassy, Managua

CADETTE

Central bankers are still poring over the final figures, but preliminary work has indicated that the Nicaraguan economy grew at a substantial rate of 5 or 6% in 1966 despite a disappointing harvest of cotton and other principal agricultural crops.

Ups and downs in the cotton trade usually affect the economy much like steel production does in the United States. Nevertheless, Nicaragua moved ahead last year under the impetus of a high rate of public and private investment, and the forward momentum of a high rate of growth ever since 1960, when Nicaraguan fortunes took an upward turn.

Although imports increased by 14% last year, this growth did not match that of some previous years due in part to credit restraints imposed on non-essential imports. These controls are expected to continue during 1967, but Nicaragua's imports should still increase by at least 10%.

Monetary authorities are watching the situation closely, however, to be sure that Nicaragua does not out-buy its foreign exchange earning ability.

There does not appear to be much cause for concern this year. Experts are predicting a near record cotton crop of slightly over 500,000 cotton bales.

Another boom year

Although coffee men are glum over recent price trends in the market, the overall agricultural picture is bright. Prices for cotton are above those of last year despite the fears of a year ago that U.S. legislation would adversely affect the market. With good prices and good crops for most commodities almost assured, Nicaragua is well on its way to another boom year.

On May 1, General Anastasio Somoza will be sworn in as Nicaragua's new President for a five year term. While there was no violence at the polls on Feb. 5, a number of people were killed and there was slight damage to business property in downtown Managua when street fighting broke out on Jan. 22, after an election rally of the opposition candidate. The month of February was peaceful, and the rhythm of business activity has resumed.

OFFICE MACHINE IMPORTS are in strong demand as Nicaragua's growing economy becomes modernized.

The level of Nicaraguan imports has more than doubled since 1960. Of its principal imports the greatest growth was in vehicles (more than 400%), followed by foodstuffs (260%), iron and steel products (250%), and electrical and nonelectrical machinery (240%), much of the latter for agricultural use.

Other imports which have shown strong growth are paper and paper products, chemicals and pharmaceuticals, and rubber products.

More imports

Most of these goods will be imported in larger quantities and varieties than before if the Nicaraguan economy maintains the growth momentum that it has generated in recent years.

A number of these items, however, such as some drugs and manufactured foodstuffs are now being produced locally or are imported in large quantities from the Central American Common Market (CACM), a virtually duty-free area. Many of the goods produced in the CACM are products of subsidiaries of U.S. parent firms.

Although Nicaraguans have looked principally to the United States as a source of imports, European and Japanese firms are offering not only quality and price advantages in many lines, but also credit terms often unmatched by the traditional U.S. suppliers.

American firms interested in this competitive market would be well advised to choose their agents or representatives with great care. While many of the older and more established larger firms might appear to offer the best sales possibilities, they are often handling a very large number of lines already.

Sometimes more aggressive sales efforts can be expected from smaller, less well established dealerships which are dependent on fewer lines.

Although the Nicaraguan economy has come a long way in the past six or seven years, it has a long way to go before reaching levels of high mass consumption for the vast majority of the population.

Merchants report that sales of consumer durables have expanded greatly in the past several years, but the market is basically limited to a relatively small percentage of the population. This number

NICARAGUA'S MODERN HIGHWAY SYSTEM has outstripped the nation's commercial transport facilities, and there are excellent sales prospects for U.S. suppliers of low cost and efficient transportation.

is increasing, however, especially under the influence of time purchases which are now the rule rather than the exception.

"Nobody buys for cash anymore," complained one merchant as he pored over his accounts.

Unless the monetary authorities feel the need to restrict imports to less than 10% growth this year by imposing new regulations on credit purchases, this trend will probably continue and dealers offering the most attractive credit terms will lead the market.

Government spending will continue to influence both the total level of imports and their composition. While no radical departure from present trade patterns can be expected, the new government may place greater emphasis on the development of rural areas.

President-elect Somoza placed considerable emphasis in his campaign on the need to diversify agriculture and increase productivity through the use of irrigation, new methods of cultivation, and the wider use of fertilizers and other agricultural chemicals.

Irrigation is planned for 36,000 hectares of land in the central part of the country, using the waters of a proposed hydroelectric plant. The cadaster and natural resource survey being made this year could provide the basis for the opening up of new lands for agriculture. The Agrarian Institute is establishing colonies in the sparsely inhabited eastern region of the country.

These and other stimulants to agriculture provide excellent opportunities for U.S. firms in machinery, chemicals and other farm supplies in this market.

Transportation and communications equipment manufacturers will also find an expanding market in Nicaragua if they are prepared to develop it with some technical assistance. Due to the inadequacy of the telephone network, there is an urgent need for radio communications—for industry, transport companies, bank branches, hospitals, fire departments—simple enough to operate and easy to service.

A regional telecommunications network planned by the five countries of Central America also offers sales possibilities to U.S. firms in this field.

Much the same is true for transportation. Although Nicaragua enjoys an up-to-date system of national and international highways, commercial transport has not kept up with road development.

Many of the nation's buses and trucks—for safety as well as economic reasons—should have been retired years ago. Costs are high and service inadequate.

Increased Central American trade is having some impact on the means of transportation, but the cost of obsolete equipment is still high. Awareness by Central Americans of the low cost of efficient transportation will bring trade opportunities for American suppliers.

Nicaraguan industry moved ahead in 1966 with the beginnings of construction of a number of important new plants to produce caustic soda, insecticides, wood products, communications equipment, and pharmaceuticals, among others. A large textile plant with Colombian participation is one of a number of plants on which construction will begin this year.

More competitive

These industries should provide the basis in years to come for a more effective competition with other Central American countries, which to date have outdistanced Nicaragua in industrial development.

In order to balance its CACM trade, Nicaragua has requested preferential treatment for investment within the area, and this matter is now being studied by ECLA, the UN's regional economic commission for Latin America.

The longer-term trade outlook, as well as the prospects for investment, will be affected by how the problem of CACM preferences is resolved this year.

One of the compensating factors which helped maintain economic growth momentum despite a disappointing cotton crop in 1966 was the construction industry. Road construction, which has been for many years one of the principal engines for economic growth, continues at a good pace.

The building trade has also contributed its share. Old-timers hardly recognize the city of Managua, which has sprouted multi-story commercial buildings, government offices and new residential areas.

This trend should continue and provide opportunities for sales of construction materials and accessories that are not produced locally or in other Central American countries. Wiring, meters, plumbing fixtures, tools are only a few of the products which will be needed on a continuing basis.

Nicaragua is modernizing and products which contribute to the process are much in demand. For example, items such as typewriters, accounting machines, office copiers and similar equipment offer U.S. suppliers attractive sales opportunities.

Air conditioning is now regarded as a necessity in office buildings. Although perhaps not immediately, the data processing revolution will soon make its impact felt on Nicaraguan commerce and industry.

The country, however, is more than ever before a highly competitive market, and the buyer is in a position to choose.

SALES OPPORTUNITIES SUMMARIZED

Thailand tempo still rising

Construction boom, growth in living standards exceeding recent optimistic forecasts

By HAROLD C. VOORHEES
Commercial Attache
U.S. Embassy, Bangkok

Boom—bustle—flourishing—are words observers close to Thailand have been using for several years to portray this country's vigorous and rapidly rising tempo of business activity. These descriptive words are more applicable than ever in present-day Thailand, where the outlook is for continued fast growth in economic activity and in foreign trade, including imports from the United States.

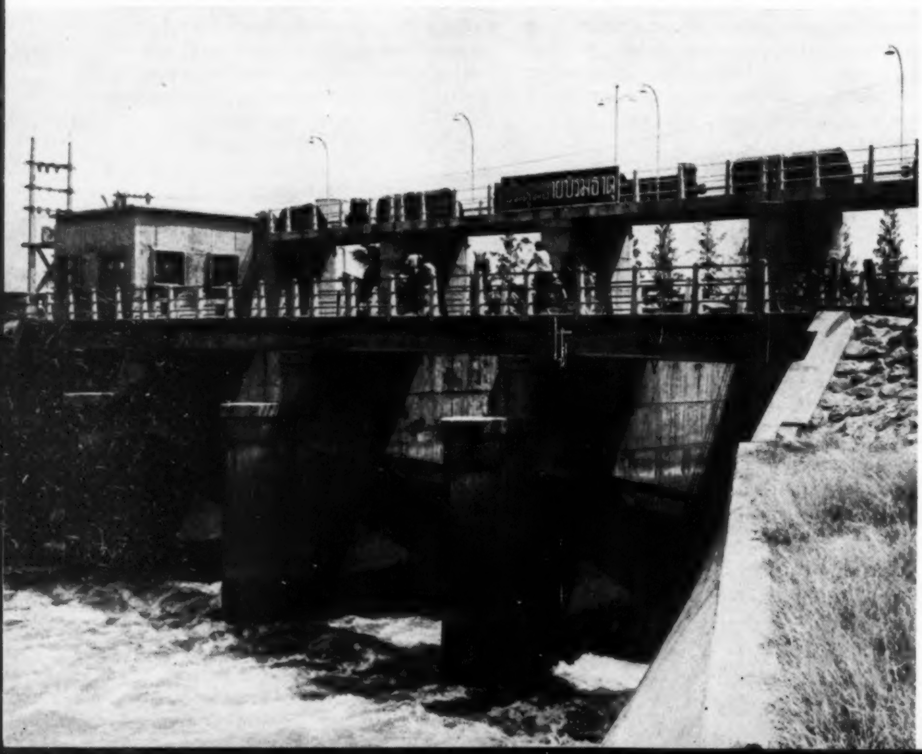
In Bangkok particularly, but also in many provincial towns, economic progress seems to be visible at every corner as new roads, new stores, new hotels, new factories and other building projects are being constructed and completed. The resemblance of Bangkok to an early gold rush town in the United States, seen by an American magazine three years ago, is now a valid observation for a half-dozen or more areas across Thailand.

Spurred by these and other developments, including rising farm incomes for new cash crops and wages from construction projects, the standard of living and purchasing power for large segments of the Thai population are tangibly improving. Although operating from a relatively small economic base (the GNP is around $4.2 billion), Thailand's economy is expanding at a rapid rate, and at a speed that in many sectors has exceeded expert forecasts, even those made in the recent past.

Gross national product (GNP) in 1966 rose by about 10% in real terms, and in preceding years by 7 to 8%, as compared with earlier predictions for rises in the order of 4 to 5%. GNP growth is well ahead of the country's rising population. Per capita income has averaged about a 4% increase a year since 1958.

The ratio of capital formation to GNP is believed to approximate 20%, an unusually high rate for a country such as Thailand. About two-thirds of the capital formation is in the private sector.

RISING FARM INCOME for the 75% of the Thai people who still live in rural areas is a part of Thailand's growing prosperity under second Five-Year Plan. This small dam impounds water for irrigation.



This expansion has been skillfully fostered by a stable government, sound fiscal policies, new investment incentives, long-range planning for the development of a sound infrastructure, private enterprise concepts and other programs that have sparked a truly impressive surge of business activities within a sound, viable and expanding economy. The foreign trade and investment opportunities in Thailand's present and future growth pattern can only be described as bountiful.

Thailand's government and business leaders are determined to keep the economy moving to progressively higher levels, consistent with reasonable price stability and sound growth principles.

Generate import demand

The expansive economic activity coupled with a host of government programs and projects has generated a large direct and indirect import demand spanning the widest range of products.

Imports include large earth-moving equipment, bulldozers, heavy duty trucks and trailers, plant machinery and equipment, business machines, farm equipment, pumps, hospital equipment, medical supplies and air conditioning units. Also ranking high on Thailand's import list are U.S. tobacco, cotton, and petroleum products as well as chemicals and pharmaceuticals.

Although full 1966 Thai import statistics are not yet available, imports from the United States for the first nine months were valued at $282 million (c.i.f.), foreshadowing a total for the year well above 1965 imports from the United States of $147 million. However, most of the increase in imports from the United States must be attributed to U.S.-financed equipment, material and consumables purchased for defense construction projects, accelerated U.S. economic and military assistance programs, and for support of U.S. military forces in Thailand.

The Second Five-Year National Economic and Development Plan, 1966-1971, recently released, foresees developmental expenditures totaling over $2.65 billion (versus roughly $1.6 billion in the First Plan) in agriculture, power, transportation, communications, health education and other infrastructural facilities and services.

Projects and expenditures under this Plan, according to Thailand's Prime Minister, are designed to foster and encourage spontaneous private enterprise efforts and to provide the means and opportunities for the private sector to grow and expand. The Thai Government has made it clear that it is relying heavily upon private business to achieve many of the Plan's goals, particularly in the agriculture, industry, trade, transport and service sectors.

Defense construction projects underway will add to the demand for goods and services, including imports from the United States and other countries. A number of Thai and United States engineering and construction companies are active in these projects employing about 20,000 workers and generating very significant import requirements.

Looking beyond the completion of these projects, surveys are being conducted in other areas in which their services might be used to determine whether they can establish permanent bases in Thailand. Similar efforts have been underway for some time in north and northeast Thailand through programs such as the Mobile Development Units, the Accelerated Rural Development Program and the Northeast Agri-Business Promotion Program, the latter specifically addressed to motivating businessmen to modernize or initiate new industries based on the country's substantial agricultural resources (about 75% of the Thai population still lives on farms; roughly one-third of the GNP is produced by the agricultural sector).

Thailand's leadership and participation in regional economic development programs, now moving into high gear, is yet another influence that will add significantly to future spending for imported goods and services. An accelerated schedule of engineering and construction work under the Mekong Basin development program, the Asian Highway, the educational plans of SEAMES (Southeast Asia Ministers of Education Secretariat), and other regional development projects will entail very large expenditures in Thailand over the next several years.

Harnessing Mekong

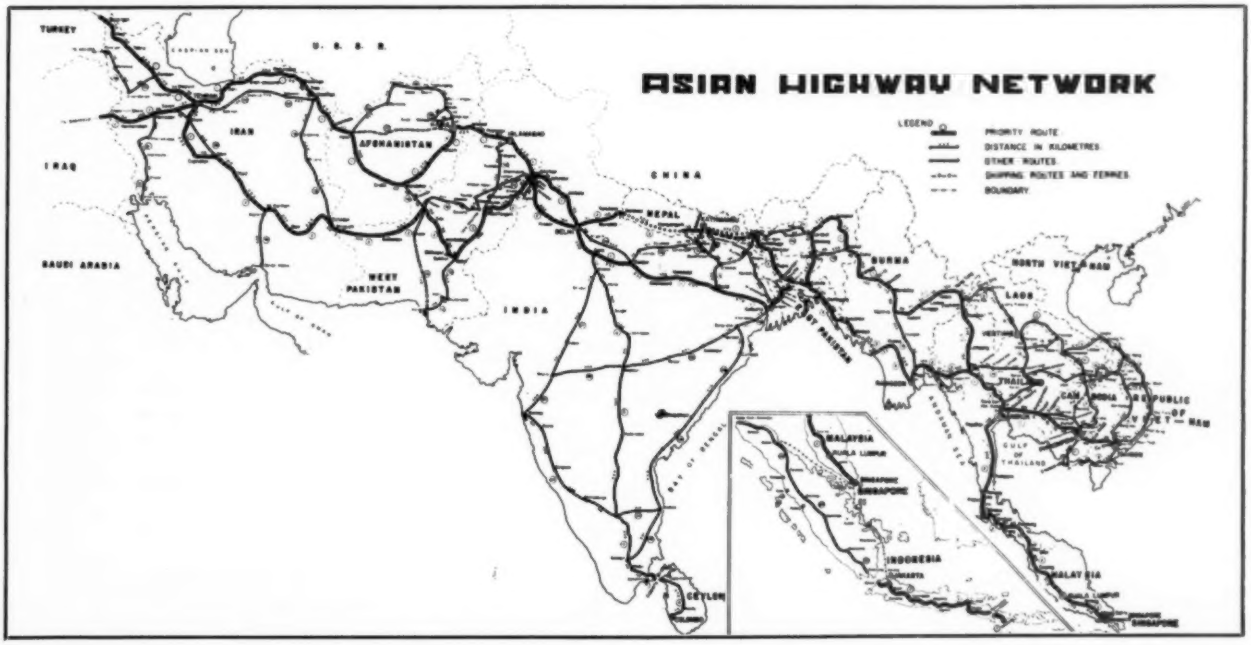
Under the Mekong program, water resources of the Lower Mekong River in Thailand, Laos, Cambodia and Viet-Nam are being harnessed for hydroelectric power, irrigation, flood control, drainage, fisheries, watershed management, water supply, recreation, and a dependable water transport route.

The East-West Highway extension, soon to go into construction in central Thailand, is but one of the extensive road construction projects underway or being planned. (Thailand's asphalt or concrete roads nearly trebled from 1,160 miles in 1955, to well over 3,125 miles in 1966). New and existing highway and feeder roads will form part of an eventual 11-nation Asian Highway system linking Thailand with Burma, India, Pakistan, Iran, Africa and Europe, opening new vistas for trade, and allowing tourists to motor-tour Thailand and Asia much as they now do in Europe and in the United States.

Thailand's rapid economic expansion in recent years has not gone unnoticed by third-country suppliers. Japan was one of the earlier countries to recognize the market possibilities and for several years has been enjoying the major share of the Thai import market. By one estimate, some 2,000 transient Japanese businessmen are in Thailand at any given time on business trips. British, West German and Australian businessmen are now paying increasing attention to the Thai market.

The challenge to U.S. exporters in the period ahead in Thailand will be particularly strong and will require a more determined effort than ever before. Many of the large upcoming economic development projects are or will be financed by World Bank and Asian Development Bank loans requiring wide international participation in bidding and procurement. Because of the sizeable orders involved, foreign competitors will be working hard and long to outbid U.S. suppliers in order to get in on the ground floor of an Asian import market that holds great future promise.

THAILAND'S LINK TO ALL OF SOUTH ASIA is this 11-nation highway network now in progress. The country's 3,000 miles of paved roads feed into it.



Ethiopia seeks capital goods for development projects; consumer goods market limited

AID-financed Finchaa dam offers good prospects for U.S. sales; meat processing plant, sugar refinery, mining operation planned

By D. L. WOOLF
Economic Counselor
and
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Ethiopia, with a population of 23 million, possesses a favorable natural endowment for accelerated growth: fertile agricultural land, temperate climate and important mineral deposits not yet fully exploited.

The people of Ethiopia are eager for education and economic progress. The country has an ancient cultural and social framework which provides stability. The development of the country in recent years has been impressive. Foreign trade during the past ten years has shown an average annual increase of 11%. The rising tempo of Ethiopia's trade and the sharp increases in imports—an average of 15% a year—reflect the momentum of the country's economic development, the pattern of which is concentrated in the urban centers.

The rural area has not yet been affected to any great extent by development trends and most of the rural population is engaged in subsistence farming. There is therefore no mass market yet in Ethiopia and current import requirements consist largely of capital goods items related to infrastructure projects, and to agricultural and industrial development.

The market for imported consumer goods is restricted chiefly to the relatively few affluent Ethiopian urban dwellers, and to the foreign community. Although this group is growing as incomes rise, the area that offers the greatest potential for U.S. trade is in capital goods.

The present development of Addis Ababa is stimulated by the fact that it is an active international center, the so-called "Geneva of Africa." Due largely to the perseverance and prestige of Emperor Haile Selassie I, Addis Ababa has been chosen as the diplomatic and political center of the continent. The city is host to diplomatic missions from most of the world's internationally active countries, and is the headquarters for the United Nations Economic Commission for Africa (ECA) and the Organization for African Unity (OAU). Some 20 international conferences are scheduled for Addis Ababa during 1967.

Many factors in Ethiopia point toward a continuing high level of development activity and therefore ever-increasing requirements of imported capital goods. Industrial development continues apace although industrial output is still a relatively small part of GNP. New developments in the industrial field are continuing and the industrial base is expanding.

Market trends of selected products

Among products whose importance in the Ethiopian economy is increasing:

the U.S. share of the market is increasing in agricultural machinery and scientific and professional instruments

the U.S. share of the market remains steady in special industrial machinery, woven fabrics other than cotton, iron and steel plates and sheets, electric power machinery and switchgear, printed matter and articles of paper, pulp and board

the U.S. share of the market is declining in telecommunications equipment and miscellaneous manufactures of metal

Among products whose importance in the Ethiopian economy is steady or mixed:

the U.S. share of the market is steady in clothing, aircraft and spare parts, soaps and cleaners, and iron and steel pipes, tubes and fittings

The country's export potential is improving with firm decisions to establish a major meat export industry (corned beef and meat extract) and a spice extraction plant (paprika). Another important industrial development is the decision by H.V.A.-Ethiopia (a Dutch firm) to expand its sugar producing facilities by some 65,000 tons a year. This involves the construction of a new sugar refinery and the establishment of a 10,000 acre sugar cane plantation in the Awash Valley.

The mining industry may possibly be established on an economic basis in Ethiopia. One American company has signed an exploitation contract to produce potash in the northeast part of the country. Its operation, which is expected to produce some 600,000 tons of potash for export when it begins producing in 1968, will create a demand for construction and transportation materials and equipment, as well as for mining machinery.

Other firms looking

Other companies are exploring for petroleum and sulphur, and are searching for economic deposits of other minerals. Alluvial gold and platinum are produced by primitive methods, but no survey has been made to determine whether the deposits are economically significant. The United Nations Special Fund has recently agreed to finance, at a cost of $3 million, an intensive minerals survey of two provinces in southern Ethiopia.

Ethiopia is in a sound international financial position. Although the Government maintains the structure of exchange control as a contingency measure, exchange is generally made available for all legitimate uses, and the existence of control does not impose any serious limitation on trade. In addition, long-term loans from many sources, including the United States, are available for development projects.

Ethiopia's exports of merchandise average about $100 million annually, while her annual imports are around $150 million. Ethiopia's international commercial policy permits trade with any country, on economic terms. Although not a member of the General Agreement on Tariffs and Trade (GATT), Ethiopia maintains a single-column non-discriminatory tariff, designed primarily as a source of revenue, but increasingly incorporating provisions intended to protect Ethiopan producers.

In contrast to many other African countries, there is no former colonial power to occupy a preferential trade position with respect to Ethiopia. Because of both geographic and historic factors, however, Italy has a preferential position among the buying public, and vies with Japan for the position of Ethiopia's principal supplier: each normally claims 15 to 20% of the market. The United States, the United Kingdom, and the Federal Republic of Germany are close rivals in a second group, each providing about 10 to 15% of Ethiopia's imports.

Ethiopia's exports go predominantly to the United States—U.S. purchases usually account for from 40 to 50% of Ethiopia's export earnings, and range from three times to five times our exports to the Empire. Ethiopia's second best customer is Italy, buying from 5 to 15% of all Ethiopian exports, while the United Kingdom, Saudi Arabia and Aden each customarily buy about 5% of the total. Probably a majority of the Ethiopian produce bought by Aden is re-exported.

American imports from Ethiopia are almost entirely coffee, while our principal exports, by total value, are textiles, vehicles, industrial and agricultural machinery, petroleum and petroleum products, construction materials, telecommunications equipment, and foodstuffs.

Price-conscious

There is a common belief among the Ethiopian public that American goods are invariably more expensive than similar products from other nations. This belief is so strong that buyers seldom go to the trouble to verify their assumptions on this point. There is a parallel prejudice in favor of American goods in respect to quality and style but, unfortunately for the American exporter, the general tendency is to buy on the basis of price rather than quality. This tendency is not universal, nor is it irreversible; the American supplier would be well advised to instruct his Ethiopian sales agents to emphasize the long-term savings to be realized by purchasing quality goods. It will be easier to "sell" this concept in the case of the more sophisticated products in which American lines excel; it may be almost impossible to persuade mass buyers of low-priced goods. Where American prices are favorable in comparison with those of their competitors, every chance should be taken to point out this fact. Incidentially, the English laguage is used by nearly all Ethiopians engaged in international trade.

One prospective development that offers excellent prospects for American sales is the Finchaa dam project. This dam and its associated hydroelectric works will be financed by the U.S. Agency for International Development (AID). It is expected that bids for hardware will be invited in September 1968. Another AID-sponsored activity, a comprehensive agro-industrial survey of Ethiopia, may reveal further opportunities for export sales. Exporters are advised to inquire from time to time of AID or the U.S. Department of Commerce on the progress of this survey.

In addition, AID is currently in the final stages of negotiations on an $8 million line of credit to the Ethiopian Investment Corp. which will be tied to U.S. procurement. These funds are to be used for industrial and agricultural development purposes and project proposals are now being considered. The only project which is reasonably firm is the establishment of a glass container plant in the Addis Ababa area. It is expected that this credit will also finance, in part at least, the equipment for the corned beef and meat extract plant referred to earlier.

Investment decree

Although the Imperial Ethiopian Government engages, directly or indirectly, in some activities that Americans traditionally consider the domain of private enterprise, the Government strongly supports and protects private business activity. Its hospitality to foreign capital is demonstrated in Investment Decree No. 51 of 1963, which provides various specified benefits for new "agricultural, industrial, mining, transport, and touristic enterprises."

Ethiopia is a staunch supporter of the United Nations and the Organization for Africian Unity and maintains a posture of political neutrality and nonalignment.

Scandinavians may build satellite ground station

The Scandinavian Telesatellite Council, consisting of the Directors General of the telecommunications systems of Norway, Denmark, and Sweden has decided in principle to support the idea of building their own Scandinavian ground station for telesatellite communications.

A final decision on whether to move ahead with plans for a Scandinavian ground station can only be taken when it becomes clear to what extent an expansion of the British Goonhilly Downs ground station in Cornwall will satisfy Scandinavian needs. Norway, Denmark, and Sweden are cooperating in the Goonhilly Downs project.

In the meantime, however, the Scandinavian Telesatellite Council will continue planning for a Scandinavian station, including recommendations for a site.

Guatemala gets loan for electric power expansion project

World Bank provides equivalent of $15 million for generating and transmission facilities

Electric power generating and transmission facilities in Guatemala will be expanded with the help of a World Bank loan equivalent to $15 million.

The project will provide 80,000 kilowatts of new generating capacity, more than doubling the supply of power in the Central Region which accounts for more than two-thirds of the country's total electricity consumption.

Girard Trust Bank, Philadelphia, has agreed to participate in the loan for an amount of $50,000, representing part of the first maturity which falls due in July 1971.

The loan was made to the Instituto Nacional de Electrification (INDE), an autonomous government agency responsible for development of electric power in Guatemala. At present, Guatemala's total installed generating capacity is about 115,000 kilowatts, of which INDE accounts for about 37,500 kilowatts, the privately owned Empresa Electrica de Guatemala, 65,000, and other private companies and municipalities, the remainder.

Power demand in the Central Region has been growing at the rate of 13% annually in recent years, and is expected to grow at a rate of at least 12% annually until 1972. Based on this growth rate, generating capacity will have to be increased to about 180,000 kilowatts by 1972. The project being assisted by the Bank loan will provide a large part of the additional power required.

Finished in 1969

The project is scheduled for completion by the end of 1969, although some of the units will be in operation before that time. Total cost is estimated at the equivalent of $23.5 million. The Bank loan will cover the foreign exchange requirements, and the remaining costs will be met by INDE from its own resources and by Government contributions.

The loan is guaranteed by the Republic of Guatemala.

Import appetite grows

Impact on U.S. trade of recently enacted measures won't be felt this year

By ROBERT W. ROSS
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Venezuela should continue to be the biggest South American customer for U.S. goods, and is showing a growing appetite for non-consumer items.

The pattern of sales in this market will not change greatly from that of 1966 despite Venezuelan adherence to the Latin American Free Trade Area, revision of the U.S.-Venezuelan Reciprocal Trade Agreement, the formation of new Government/private joint ventures in petrochemicals, and plans for special Colombian-Venezuelan trade relationships. These factors will not be felt until subsequent years.

However, some problem areas of the 1966 economy will make themselves felt this year; specifically those related to the tight money situation in the last half of the year. Suppliers are encountering collection problems in this market and can expect more of the same for at least part of 1967.

While U.S. sales of agricultural products themselves will show no substantial improvement, Venezuelan interest in agriculture-related machinery and equipment should pick up. Third country competition, which already presses the U.S., will be stepped up, with 1967 activities to include industrial (trade) shows by Japan and Spain.

The Venezuelan environment for commercial activity is expected to be generally favorable. The currency continues to show the strength which has characterized the bolivar in recent years, and the country's reserves of foreign exchange are impressive. Natural growth of the population accompanied by a healthy circulation of money will assure that the basic demand for goods stays above last year's level.

Relative stability

Most observers expect relative political stability during 1967. There are encouraging developments in the relationships between the Government and the private sector, increases in the opportunities for dialogue between the two elements, which should make a positive contribution to business confidence.

Officials in both the Ministries of Development and of the Treasury, as well as spokesmen for the private sector, have commented upon the apparent weakening of the industrial growth rate in 1966. These observers also predict about the same growth in this sector for 1967; however, the opinions are given without pessimism as to the basic strength of the economy. They point out that Venezuela's recent accelerated industrial growth has been fired by the production of import substitution goods, mostly consumer items.

Some idea of the rate of Venezuelan industrialization during 1966 may be gained from the following official statistics: 300 new companies began production directly employing 4,590 workers and representing capitalization of $3.6 million (an increase of 15% over 1965).

The next step, development of intermediate industries, will go more slowly because of the requirements for larger investments of capital, scarce know-how, and skilled labor.

Agricultural production is expected to show gains over 1966. The national government intends to give greater emphasis to programs of credit, works projects, and studies designed to improve the position of farm economy. Official programs for silos and other storage facilities should result in better price levels for several crops, with attendant increased purchasing power for the farmers.

The livestock industry continues to show great interest in improving breeding and physical plants. The same thing is true of the dairy industry, which is generally enjoying good times.

The construction industry is showing great concern over a protracted slump in private building starts. Many believe that the shortage of credit, both short and long term, is the root of the industry's problems. Other commentators contend that overbuilding in apartments constructed for condominium sale has left the industry in a vulnerable position.

In any event, private construction is slow, and will be for some time, although a special Government program of assistance in mortgage financing will ameliorate the problem to some extent.

SALES OF U.S. FARM MACHINERY are expected to pick up, although shipments of agricultural products themselves won't gain much. This Venezuelan tobacco is slated for export to Western Europe.

Civil works construction should be good in 1967, which will support continuing sales of heavy equipment in Venezuela. The central government plans expanded public works projects, a great many of which are already under way. This is especially noticeable in the Caracas area, where part of the "celebration" of the city's four hundredth anniversary calls for intensification of public works.

Sales of textile machinery in Venezuela are not expected to be good this year, with the exception of equipment for the so-called permanent press processes. The industry is plagued by financial problems and substantial over-production. The Government, through withholding of licenses, will probably restrict the importation of basic production machinery, except direct replacement items.

Lower fruit sales

U.S. exports of fresh deciduous fruits to Venezuela were at about the $4.5 million level in 1965 and 1966. Despite continuing growth in local demand for these fruits, reduced sales are expected in 1967 as the result of action by the Venezuelan Government. Acceding to the demands of Venezuelan tropical fruit growers, quotas for this year have been set 10% below total 1965 imports. The reduction will be applied to all classes of fresh fruits and all importers.

Last year was to have been the first year of annual 10% quota reductions, but the target was not reached that year. The Government expects that the gradual reduction, originally planned to reach at least 50%, will force consumers to turn from foreign to local fruits.

Growing costs of labor and the shadow of potential LAFTA competition are stimulating local interest in labor-saving equipment and practices. This situation should enhance the already good market potential of better industrial machinery, as Venezuelan manufacturers up-grade their plants.

Power and hand tools can be expected to move up well, although competition from third countries in the latter category is very strong. Materials handling equipment suppliers can gain from this situation, with third country competition in this top value category also gaining.

Several areas of emphasis by the official Venezuelan Development Corporation (CVF), will have a bearing on U.S. trade. The Corporation has announced that it will make development investments in foundry operations, production of electrical equipment and appliances, the auto parts industry, and in agriculture, large-scale peanut growing and processing.

Various proposals for badly-needed foundry facilities on a substantial scale have been studied during recent years, but none has borne fruit. The CVF has decided to contribute its financial resources and other facilities in the hope of getting this basic industry under way.

Foundry facilities will become increasingly important to the production of auto parts and accessories, which is being stepped up each year.

U.S. sales of vehicle parts are sure to be affected by the current talks among auto assemblers, manufacturers of components and parts, and the Venezuelan Government on the national content of locally assembled autos. The final outcome will probably be a reduction of the use of imported materials for the 1967 production.

Also, many observers believe that U.S. sales of CKD vehicles will show the effects of an expected reduction in assembly volume.

Due to very high prices, buyers are shifting to the smaller automobiles.

Import restrictions designed to protect national producers continue at a steady clip. Items which have been pretty well shut out by either quotas or high duties during recent months include: air bags for vulcanizing and tire recapping; cylinder locks for doors, luggage, and similar uses; screws, nuts, rivets, washers; luggage and briefcases; electric wire; transformers; gummed plastic tapes; small gas connections for domestic use; snake venom serums; tacks; galvanized sheets and slabs; conduit; dried skimmed milk; glass sheets—2 to 6 mm.; electrical sockets, wall plugs, wall plates; dry yeast, and copper valves.

The Embassy's commercial staff has encountered considerable complaint from businessmen outside the Caracas area. Many state that exporters' representatives neglect production centers away from the capital, requiring customers to travel to Caracas instead of being visited in their own facilities.

U.S. exporters should assure that their representatives provide really national coverage or should consider dividing the territory. Businessmen living in the outlying states are extremely sensitive on the question of centralization of government, finance, and commerce in the capital.

Venezuela seeks to diversify economy as growth of petroleum output begins to slow down

Changing economy will revise pattern of imports from U.S.; investments in heavier manufacturing industries are welcome

Venezuela is continuing its efforts to lessen the economy's dependence on petroleum, and is seeking to broaden its industrial base, particularly in the intermediate and heavy industries.

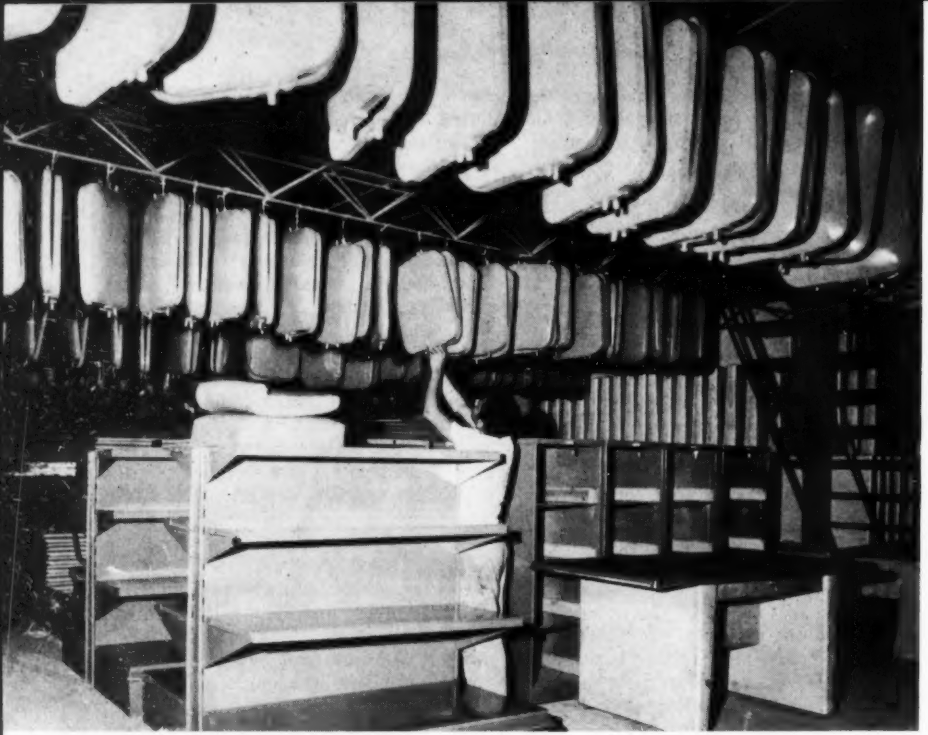
Petrochemicals and metalworking are priority development areas as Venezuela looks to the Latin American Free Trade Association (LAFTA) to provide the needed markets for its basic products.

The evolving structure of the Venezuelan economy means a change in the pattern of imports from the U.S. with the new emphasis being on intermediate and capital goods. It is also likely that foreign investment which, outside of petroleum, has mainly concentrated on consumer goods production, may give greater consideration to heavier manufacturing.

Preliminary estimates indicate that the gross domestic product increased by only 3%, compared with the 6-7% of 1965. Economic activity decreased moderately during the first half of 1966, with the slowdown becoming more marked in the latter half of the year.

This decrease was not due to any underlying weakness in the economy, but largely to reaction to various Government proposals, including a general increase in taxes. A drop in petroleum production also contributed. There was a sizeable capital outflow during the third quarter, with a commensurate drop in bank deposits and liquidity and a sharp curtailment of commercial bank lending.

More serious economic difficulties were avoided when the Government reached agreement with the petroleum companies



DRIVE TO DIVERSIFY the Venezuelan economy has resulted in the manufacturing industries becoming the most dynamic area of the country's economy. Above, a steel furniture plant near Maracaibo.

on several outstanding issues and indicated that it would be receptive to business community suggestions for changes in other controversial proposals. By the fourth quarter of 1966, the capital flow had ceased and the economy was moving toward normal levels.

Despite the economic slowdown, there were several positive developments during 1966. Through its agreement with the oil companies, the Government obtained substantial new revenues and laid the basis for stable operations in the petroleum industry for the next five years. The Government also made progress in setting forth its petrochemical policy, thus opening the way for accelerated development in this important field.

New tax money

The Government will receive about $180 million in additional revenues, principally higher tax collections and back tax payments from the oil industry. The inflow of new money should also have a positive effect on bank deposits, commercial credit, and the already substantial level of foreign exchange reserves.

Essentially, 1967 will be a transitional year during which the economy should regain the momentum lost in 1966 and hopefully lay the foundation for a broadly-based expansion in 1968.

The most significant economic development is the leveling off in the rate of increase in oil production. Since 1960, production has increased by an average of 2.3% per year, while the gross domestic product has grown at an annual average of 4.3%. By negotiating higher petroleum taxes last year, the Government partially compensated for the slowed rate of growth in the petroleum industry.

The Government is aware of the desirability of lessening the country's dependence on petroleum, and has actively encouraged the growth of other sectors, particularly manufacturing, which is now the economy's most dynamic sector.

Generally, industrialization has consisted of manufacturing substitutes for imported consumer products, and progress has been such that import substitution industries no longer will sustain the annual growth rate of the overall manufacturing sector. Consequently, the Government is now following a policy of encouraging more intermediate and basic industries.

Petrochemical joint-ventures

The petrochemical industry is receiving increased attention and contracts have recently been signed between the Government and two major U.S. chemical producers for joint-venture petrochemical installations. Venezuela holds a natural advantage in this field, which has the potential to become the new leading sector in the economy.

The Government is also emphasizing investment in metal-working, engineering and other industries which would take advantage of Venezuela's large reserves of iron ore and hydroelectric power.

The relatively limited size of the Venezuelan market of nine million people has led the Government to seek regional markets for projected large scale basic and intermediate industries. Venezuela joined LAFTA in 1966 and is moving toward greater economic integration with neighboring Colombia. The regional approach is not without problems, but will be given increasing emphasis in the future.

During the latter part of 1966, there were several examples of a closer dialogue concerning economic matters between the Government and private business. Private representatives were appointed to committees dealing with LAFTA matters and the projected U.S.—Venezuela Reciprocal Trade Agreement renegotiations, while several business leaders were also named directors to the national planning agency (CORDIPLAN) to participate in the probable revision of the National Economic Plan.

With the relative stabilization of oil production, Venezuela is looking to other sectors of the economy to produce the growth rate which the nation wishes to maintain. Accordingly, a greater percentage of Venezuelan resources will go into manufacturing and agriculture as well as construction, fishing, and other sectors. Such developments should provide an opportunity for U.S. exporters as well as potential investors.

Shift in emphasis

The growing shift in emphasis from consumer to intermediate and basic industries will result in a concentration of Venezuelan import demand on intermediate and capital goods.

The recent highly successful U.S. commercial exhibit in Caracas (Nov. 22-Dec. 2, 1966), featuring automotive repair equipment and machine tools, is a case in point. The majority of exhibitors were impressed with the strength of the Venezuelan market for this type of advanced equipment. However, the attractiveness of the Venezuelan market is recognized by European and Japanese suppliers and, consequently, U.S. trades must be prepared to provide competitive terms and service.

Venezuela needs foreign capital and knowhow, especially if directed toward the new priority industries. While it is not a necessary prerequisite, investments which include participation by local capital will probably find a growing acceptance.

Private businessmen bearing brunt of Spain's anti-inflation drive; economic surge showing weak spots

However, economy is still growing at near record rates; U.S. was Spain's leading supplier and customer in 1966

Growth of the Spanish economy continued at near record rates in 1966, with agriculture, industry, and services all showing good gains over the previous year.

Imports and exports rose to record levels, and tourism exceeded even the most optimistic projections. Some progress was made in the fight against inflation, with price rises held to relatively low rates of increase.

Year-end statistics by themselves would be reason for satisfaction and optimism, but closer analysis seems to reveal some danger signals. The price for cooling off the economy turned out to be fairly high, and was borne in large part by private businessmen as Government credit and price restraints went into effect, domestic sales made only slight gains, and manufacturers inventories rose to unusual levels. Lower prices were achieved at the cost of record high imports and a loss of reserves.

Even though industrial production rose 10% during the year, Spain's industry was in the midst of cutting back production, and in some cases laying off workers. The result has been the most serious labor unrest in recent years.

Offsetting the general elation over the increase in exports was the simultaneous record increase in import levels and the resulting trade deficit, which, at $2.3 billion, is the largest yet incurred. Spain's balance of payments deficit for 1966 is estimated at slightly over $200 million, another record, and December reserves, at slightly above $1 billion, were at their lowest since 1962.

First agricultural deficit

In another significant first for 1966, Spain experienced a trade deficit in agricultural products. Imports climbed to $650 million, and even impressive agricultural exports of $540 million failed to close the gap.

The agricultural sector is probably Spain's most pressing problem, and the Government's guidelines for Spain's Second Development Plan (1968-71) are expected to include recommendations for developing cattle grazing and vegetable farming, augmenting the flow of credits to agriculture, and simplifying the tax structure for farmers.

The slowdown in Spain's economy started during the early months of the summer when the tightness of credit, induced by the Government's anti-inflation measures, began to be felt in earnest. Later in the year, amid signs that the credit restriction program was unduly harsh on the private sector, authorities took steps to increase the flow of credit by raising rediscount lines with the Central Bank.

Much will depend on the way the Government chooses to handle the threatening inflationary pressures, and how it approaches the difficult problem of finding the right balance at the right time between monetary measures and fiscal policy.

Another record

Not only was 1966 a record year for imports and exports, but it was also the year in which Spain's foreign trade deficit soared to a record level: imports amounted to $3,590 million compared with exports of $1,250 million, creating a deficit of $2,340 million which was not wholly covered by the unexpectedly high income from tourism and other invisibles.

Total imports during 1966 expanded by about 19%, a significant increase even though appreciably less than recent years. Almost all product categories participated in the advance, with no significant change in import composition.

Raw materials and semimanufactures accounted for about half of total imports, with machinery and equipment accounting for approximately 27%, food 17%, and manufactured consumer goods around 5%. Fourth quarter imports grew to about $870 million, somewhat above the third quarter level.

Total exports for the year soared to a 30% increment over 1965 on the crest of record high sales of $388 million during the fourth quarter. Part of the gain was attributable to a favorable agricultural year and better prices for agricultural exports, but also of importance were the gains registered in manufactured consumer goods and capital equipment exports.

The United States sold and purchased record amounts of goods in trade with Spain during 1966. According to preliminary Spanish statistics, Spain's imports from the United States rose to $609 million, an increase of about 15% over 1965 to account for 16.8% of the Spanish market.

Export sales to the United States reached $147 million, an impressive 28% rise over the previous year's figure. As a result, the United States became Spain's principal customer for the first time, as well as maintaining its position as Spain's main supplier.

United States export sales to Spain climbed in most major product categories. Significant gainers were crude materials, particularly soybeans and natural fertilizers, food and animal feed, machinery, and transport equipment. U.S. export volume dropped 90% in soybean oil, and about 73% in iron and steel, according to U.S. figures.

Some imports favored

Rising Spanish production of some industrial products, especially iron and steel, chemicals, and cement, will permit some substitution of imports by domestically produced goods. Imports of capital equipment may temporarily experience some decline as Spanish businessmen delay investments pending further clarification of the Government's economic and credit policies.

Agricultural imports, however, as well as imports of manufactured consumer goods certainly should continue at high levels as Spain's rising standard of living sustains the buoyant demand for these products.

On the export side, Spain can be expected to intensify its efforts in 1967. Export incentive programs are already receiving new impetus, while increased interest will undoubtedly be given to newer markets such as Eastern Europe, Africa, and Latin America.

The Consular and Commercial Agreement signed with Rumania on January 4, and announced as the first of several agreements soon to be signed with Eastern European countries, is an indication of Spain's approach to these new markets.

Moreover, the recent trips of several of Spain's Cabinet Ministers to Latin

America, and the extension of credit facilities to various South American countries should result in increased trade with that part of the world.

Estimates place Spain's balance of payments deficit in 1966 at just over $200 million, the largest to date. Even so, it is well below even the most optimistic figures predicted during the early months of last year.

The improvement from these early projections undoubtedly reflects in part the Government's credit restraint program, which slowed the insistent demand for imports. It also, by dampening demand in the domestic market, probably caused many manufacturers to seek sales in the foreign market, thereby contributing to the sharp hike in exports.

Although no one expected invisible receipts to cover the entire trade gap, the unexpectedly high income from this source also helped cut the anticipated payments shortfall. Tourist entries surprised everyone by breaking the 17 million level to provide total gross receipts of about $1.3 billion, up 10% over 1965.

Emigrant remittances reached $450 million, up 27% over the previous year.

The state of Spain's balance of payments during 1967 will depend to a large extent on the Government's success in restraining excessive demand within the economy. Although another deficit is almost certain in 1967, the continued application of restraint measures with the emphasis on fiscal policy would be a significant step towards reducing the figure.

So far there have been no clear signs that the Government is actually prepared to implement recommendations for cuts in current budget expenditures vital to the success of such a program. Many economists therefore anticipate a balance of payments deficit this year at least as large as that incurred in 1966.

On the domestic side overall industrial activity during the last quarter of 1966 did not make the customary sharp rebound from the much lower levels of the third quarter. While some industries showed improvement, general industry and business did not recover fully from last Spring's credit crunch.

The Bank of Spain characterized 1966 as a year of deceleration, which was borne out by an estimated annual industrial growth of only 10%, somewhat less than in previous years.

Unsold merchandise

The slight gain in business orders observed in September was reversed in October and November. By the end of the year, factory stocks of unsold finished merchandise were at abnormally high levels even while capacity utilization was decreasing.

Production cutbacks were especially noticeable in the capital goods industry and the industries related to construction.

Although vehicle production did not even approach national capacity, or even equal the forecast made for 1966, production still was 60% over 1965 at about 265,000 units. Production is still expanding and the automobile industry is publicly optimistic about selling 350,000 cars in 1967.

While price reductions have occurred for most models, the new credit sales law which became effective last December 1 will hurt sales. According to the new law, the down payment for automobiles is now 25-30%, with only 18 months to pay the balance. Most outside observers find it hard to locate the demand which would justify the manufacturers' optimistic projections.

PRODUCTION CUTBACKS during 1966 were especially noticeable in Spain's capital goods industry and industries related to construction. Below, air view of the Ensidesa steel plant near Aviles.

One of the industries hardest hit by credit restrictions is household electric appliances. The 1966 production of most items was much less than 1965, with the exception of washing machines. In the wake of a disastrous year for these items a decree was passed to restrict new production capacity for household appliances.

Agriculture had a good year in 1966 with production estimated to have risen by about 8%. With good harvests predominating, most crop yields were well above those of the preceding year. The orange crop exceeded that of last year by 20%, while mandarin production was up by 26%.

An added bonus for the agricultural sector was the release, during the fourth quarter, of the World Bank Report on Spain's agriculture. Well received, the report contains recommendations for a thorough restructuring of the agricultural sector, with emphasis on building up the livestock industry.

For the first time in its history Spain became a net importer of agricultural products in 1966. While the high level of imports in part reflects the Government's import program to hold down food prices, account must also be taken of rising domestic consumption standards in contributing to this demand. Rising incomes and an improved standard of living are changing demand patterns toward higher value protein food and away from the grains which have been an important domestic product for so long.

Despite increases in farm production in 1966, it is expected that a continuing high level of agricultural imports will be needed to fill the widening gap between growing internal demand and domestic production. Large quantities of feedgrains, beef, soybeans, and dairy products probably will continue to be imported into Spain during 1967 to meet growing needs.

The course of prices continued upward during the fourth quarter, customarily a period of rising prices. For the year as a whole, however, both the cost of living and the wholesale indices registered appreciably lower rates of increase at 6.2% and 2.6% respectively compared with 13.2% and 10.1% during 1965.

In contrast to past years, however, food prices were not the main force behind the rise in the general index, for the food component was held to a 4.5% increase instead of the 15% increase experienced in 1965.

Foreign Government Actions pages 41-45

France eases foreign exchange controls; continues to regulate investment, borrowing abroad

New regulations restore full convertibility of franc; some capital transactions still extensively controlled

France promulgated a major reform of her foreign exchange control system on Jan. 31.

In essence, the reform replaces the previous system of blanket controls on international financial transactions by a new set of regulations which are more liberal in many respects than those formerly in effect. The new regulations restore full convertibility of the French franc, and allow free movements of monetary instruments, securities and gold between France and foreign countries. They provide, however, for continued extensive controls of several categories of capital transactions.

As a result of the reform, Frenchmen can now freely hold foreign currencies in France or abroad. They can freely carry or transfer into or out of France gold, money and securities, spend money as they please when traveling abroad, purchase real estate in foreign countries, open foreign checking or saving accounts, and make expenditures through checks drawn on foreign banks.

On the other hand, the following operations remain subject to controls: direct investment, whether by Frenchmen abroad or foreigners in France; foreign flotations on the French capital market; offering for sale on the French market or listing on French stock exchanges of foreign securities; licensing of foreign technology in France; and borrowing abroad, except by banks which may lend and borrow abroad without restrictions.

Import and export procedures are simplified through elimination of foreign exchange control formalities, but the basic regulations in this area remain in force.

The procedures for foreign direct investment in France are spelled out in considerable detail in the new regulations. Nevertheless, the regulations leave much to the interpretation of the implementing authorities. The former requirement for prior authorizations of investment applications by the Ministry of the Economy and Finance is replaced by a requirement for a prior declaration to that Ministry, which is given power to request that investment be deferred. The new regulations appear to tighten supervision over expansion of foreign companies in France and over increases in foreign control of companies there.

The effect of these regulations on establishing or operating a foreign business in France will depend principally on how liberally they are implemented. Their recent promulgation does not permit meaningful conclusions at present. However, there are no indications that the French Government policy on foreign investment which recently has been relatively liberal is about to change. It appears useful to recall on this occasion the principles of that policy.

Investment policy

The French policy as it emerges from statements of various French officials since the beginning of 1966, generally aims at insuring that foreign investment contribute to the development of French economy and technology. France considers that it is essential that foreign investments do not limit French economic independence and that foreign-owned companies observe French social customs and laws. In considering prior declarations concerning foreign direct investment, the French authorities may endeavor to protect French defense industry from foreign participation or to prevent heavy concentrations of foreign capital in key industrial sectors or complete foreign domination of any given industry. In general, however, investment declarations by foreign, including U.S. firms, are expected to continue to receive favorable consideration if the proposed investment satisfies certain conditions, particularly:

- Bring to France new technology, know-how, or managerial skill.
- Promise development of research activity in France.
- Train French technicians or managers.
- Contribute to expansion of French exports.
- Enjoy a degree of independence from the parent company making business decisions, particularly those concerning export sales.
- Fit into French regional development programs and create employment in regions assigned priority in these programs.

Legislation regulations

The new regulations are based on Law No. 66-1008 of Dec. 28, 1966, concerning liberalization of financial relations between France and foreign countries, the relevant implementing decree No. 67-78 and Ministerial decision both issued on Jan. 27, and Decree No. 67-82 of Jan. 27, concerning patent, trademark and know-how licensing and technical assistance agreements. Two notices to importers and exporters dated, respectively, Jan. 30 and 31, amend and modify import and export procedures. The principal provisions of the new regulations are summarized below.

Direct investment defined

The regulations define direct investment as:

- The purchase, establishing or expansion of firms, branches or any personal enterprise.
- Any other operation effected in one or several simultaneous or consecutive steps which enables one or more natural persons or legal entities to acquire or increase their control of a company engaged in industrial, agricultural, commercial, financial or real estate activities, or to expand such company already under their control.

The ownership of 20% or less of capital of a company listed on a stock exchange is not in itself considered as direct investment.

Direct investment in France

Natural persons who customarily reside abroad, legal entities which have their principal office abroad, companies in France which are directly or indirectly under foreign control and establishments in France of foreign companies are required to file a prior declaration regarding their direct investment in France with the Ministry of the Economy and Finance. Such declaration is required *inter alia* for investment effected through transfer of equity in a company in France between natural persons or legal entities having their customary residence or principal office abroad. The declarations are to be made by letter or at the declarant's option on a special form available from the Ministry.

Within a period limited to two months from the date of receipt of the declaration, the Ministry of the Economy and Finance may request that the investment be deferred. However, the Ministry may decide not to request a deferment prior to the expiration of that period.

Prior declarations are not required if investment consists of increased capitalization out of retained earnings. However, a report concerning all direct investment operations must be submitted to the Ministry of the Economy and Finance within 20 days following each transaction. The report must be made on a special form available from the Ministry.

Also subject to a declaration to the Ministry is total or partial liquidation of direct investment in France by persons and entities enumerated in the first sentence under this heading, except in cases of transfers of equity which were declared in accordance with preceding provisions. Declarations concerning liquidation of investment must be submitted to the Ministry on a special form, within 20 days following the transaction.

Direct investment abroad

Direct investment abroad by natural persons or legal entities having their customary residence or principal office in France is generally subject to the same procedure as foreign investment in France, including the requirement for prior declaration to the Ministry of the Economy and Finance which may result in a request for deferment of investment. Prior declarations are required *inter alia* when the investment is effected through transfer of equity in a foreign company between natural persons or legal entities having their customary residence or principal office in France, or when an investment is made directly or indirectly through foreign companies controlled by persons in France or by establishments abroad of companies in France.

Foreign securities

Flotation, offering for sale or listing on the French market of any securities issued by international institutions or foreign governments, companies and public entities is subject to prior authorization by the Ministry of the Economy and Finance.

Borrowing abroad

Prior authorization of the Ministry of the Economy and Finance is required for borrowing from international institutions, natural persons residing customarily abroad, private or public legal entities which have their principal office abroad or establishments abroad of legal entities which have their principal office in France by the following borrowers: natural persons who customarily reside in France, legal entities which have their principal office there and establishments in France of legal entities which have their principal office abroad.

Borrowing which, in fact, constitutes a direct investment is subject to provisions concerning investment. Borrowing involving sums not exceeding 2 million francs or an equivalent amount in foreign currency (about $400,000) is exempt from authorization requirement. Loans contracted abroad or their repayment must be reported within 20 days following the transaction to the Ministry of the Economy and Finance.

Licensing agreements

Patent and other licensing agreements must be submitted to the Ministry of Industry by the contracting party in France, at least two months before their entry into effect. The requirement applies to all contracts and contract amendments entered into with natural persons or legal entities having their customary residence or principal office abroad and relating to the transfer or licensing to natural persons or legal entities having their customary residence or principal office in France of "industrial property rights or of ideas concerning scientific and technical assistance of any kind, including know-how and engineering."

The Ministry of Industry will examine the contract, particularly its technical, financial and implementing provisions, and will review it with the contracting party, to determine whether the capabilities of French technology have been taken into consideration. Following the review, the contracting party must inform the Ministry of modifications which might be made in the contract. Within 40 days from the date of receipt of the contract, the Ministry of Industry will inform the contracting party of its opinion regarding the final text of the contract. This opinion will be comunicated to the Minister of the Economy and Finance and the Minister Delegate for Scientific Research. It is expected that implementing regulations concerning this procedure will be issued.

The basic import and export regulations, including licensing procedures where applicable, remain generally unchanged. Essentially, only foreign exchange procedures connected with import and export transactions are eliminated. Principal among these is the *banking or import domiciliation,* heretofore required in connection with most import transactions, and the *engagement de change,* a commitment to repatriate proceeds of export transactions.

The preceding information may be used to amend that given in OBR 66-76, **Establishing a Business in France,** and OBR 64-136, **Foreign Trade Regulations of France.**

Pakistan to buy $70 million in U.S. farm, factory goods

Loan is part of U.S. share in nine-nation consortium's efforts to aid Asian nation

A loan of $70 million to Pakistan will finance the purchase of U.S. agricultural and industrial materials.

The emphasis placed on further development of agricultural production in Pakistan is reflected in the composition of the commodities to be financed under the new loan.

About half the commodities will be for direct support of the Government of Pakistan's drive toward self-sufficiency in food grains. Included will be some 350,000 tons of fertilizer, as well as supplies of pesticides for the country's plant protection program. These are expected to provide a substantial boost to next year's crops.

Another large part of the loan will be used to finance industrial commodities on the free list of imports, thus supporting Pakistan's efforts to pursue liberal import policies.

Free list imports covered by this loan include iron and steel products, chemicals, pharmaceuticals and non-ferrous metals.

The loan is being provided within the framework of the nine-nation Aid-Pakistan Consortium led by the World Bank. Approved commodities will be eligible for financing under the loan, which is expected to be signed within three weeks, if procured after Dec. 1966.

Indonesian Government proceeds with return of foreign property

Many firms, encouraged by investment incentives, stabilization measures, are viewing resumption of operations favorably

Indonesia is gradually returning to their former owners the foreign enterprises taken over during the Malaysian confrontation.

A Presidium Cabinet instruction of Dec. 12 provided in principle for the return of foreign properties, partly to supplement the new foreign investment law and partly to facilitate the full utilization of the productive capacity of these enterprises. Often, the performances of the takeover teams have been disappointing and the Government's financial problems make it difficult to pay compensation.

Approaches are being made to numerous foreign firms to encourage their return, under terms negotiated on a case-by-case basis. Many of these firms, encouraged by the new investment incentives and the progress of stabilization measures being taken by the Government, view favorably the future business opportunities in a peaceful and politically nonaligned Indonesia and are giving favorable consideration to resuming operations.

The first U.S. firm to contract to return is the Goodyear Tire & Rubber Co., whose former factory at Bogor is Indonesia's largest tire producer. The plant is now operating at only 30 to 40% of capacity. Under a Feb. 14 agreement, the U.S. parent company agreed to permit Indonesian participation in management, to provide training and technical facilities, and to give Indonesians an opportunity for equity participation in the local Goodyear company.

A rehabilitation program is planned which will restore the plant to its designed capacity by mid-1968. Economic and market conditions permitting, it is planned further to increase capacity by two and one-half times by the end of 1973. Estimated cost of rehabilitation and expansion is about $13 million.

Others return

Other foreign firms returning to Indonesia include an Australian aspirin factory (NASPRO) which was restored to its former manager on Jan. 24. An agreement was signed Feb. 6 for resumption of management by the British firm Unilever of its four soap, margarine, and cooking oil factories employing about 4,000 people. Unilever will invest about $1 million in plant rehabilitation under the new foreign investment law and an additional amount in modernization and product diversification. As with Goodyear, the contract provides for training, technical assistance for the industry, and the possibility of Government or private equity participation. The Canadian based Bata Shoe factory was released to its owners on Feb. 28.

No agreements providing for the return of foreign estates are known to have been concluded. Some former estate owners, however, are likely to take back their operations, as they continue to be interested in marketing estate output, particularly rubber, and will be reluctant to accept a possibly long deferral on compensation payments.

Guidelines set

General guidelines prescribing conditions for the return of foreign enterprises were established by the Indonesian Government in a Dec. 31, 1966 policy statement. The seized foreign companies are divided into the following four categories: producers of goods earning foreign exchange; producers of goods saving foreign exchange; producers of consumption goods; and producers of services.

Firms in the first category (e.g. plantations) may be purchased by the Government or by private Indonesian nationals, and compensation is to be made in installments. A "cooperation form" is also feasible which would probably be construed as a form of joint-venture between the former foreign owner and the Government or a private Indonesian. In the latter arrangement, joint responsibility would probably extend to the rehabilitation or modernization of plant and the marketing of products abroad. In this and the following category the return of the foreign owner to complete control is not mentioned but also is not expressly excluded.

Former foreign owners of firms in the category of foreign exchange savers (i.e., tire factories) can continue to operate their plants in a joint-venture arrangement with the Indonesian Government or a private Indonesian national. The previously cited arrangement with Goodyear appears to be the only example to date.

Firms producing consumption goods (e.g., shoe or soap factories) will be returned to their former owners or sold to an Indonesian private firm. Since the scarcity of local capital would make a private sale unlikely, these would probably have to be returned to their former owners or remain in the hands of the Indonesian Government.

Companies providing services (e.g., insurance companies and banks) are to be "let alone" unless they are functioning as a "sole agency;" in this case the sale to a state enterprise is "recommended." While the term "sole agency" is unclear, it would seem to refer to the branch of a foreign firm not incorporated in Indonesia. Since all foreign banks in Indonesia have actually been forced to close their doors, the possibility of their return is still uncertain.

Malagasy Republic to buy U.S. telephone equipment with $2 million loan

A $2 million U.S. loan to the Malagasy Republic's Posts and Telecommunications Service (PTS) will finance procurement of U.S. materials and services to improve the island nation's telephone and telegraph services.

The project calls for the construction and rehabilitation of main telephone trunk lines and local links to these lines. Approximately 1,970 miles of new lines will be installed and 187 miles of circuits added to existing pole lines over a four year period.

U.S. materials to be used in the project include steel and poles, copper-covered steel wire, and installation hardware. The PTS, with some assistance from the Government of France, is contributing an additional $2 million to the project.

East Pakistan requires data on vehicle bills of lading

The U.S. Consulate General at Dacca advises that local customs officials now require that bills of lading covering all motor vehicles imported into East Pakistan must include the following information: engine number, chassis number, make of vehicle, and year of vehicle.

The engine and chassis numbers represent new Customs requirements.

Argentina devalues peso, reduces import duties in stability move

Moves stir cautious optimism that country's pressing financial problems may be solved; list of prohibited items cut sharply

The Government of Argentina has launched a program designed to attack inflation and inefficiency in the economy through major monetary, tariff, fiscal and rationalization measures.

After a week-long freeze on foreign exchange transactions, devaluation of the peso by 40% was announced on March 13. Concurrently, import duties were reduced by approximately one-third; reductions affect both raw materials and finished goods. At the same time retention duties were placed on traditional exports.

Cautious optimism

These moves have followed closely on the heels of modifications in the tax structure and rate increases for certain public services and have resulted in cautious optimism that some of the country's more pressing financial problems may be solved.

The March 13 devaluation of the peso altered the official rate of exchange from 255 pesos to 350 pesos per dollar. The new rate was set at the surprisingly high level in an effort to eliminate expectations of further devaluations and to encourage both new foreign investments and the export of manufactured and semi-manufactured goods.

The Central Bank is to conduct foreign exchange transactions with all authorized institutions at the new rate over a range of plus or minus 1%. All exporters are required to sell their exchange earnings to official institutions and will receive the peso equivalent, less applicable export retention duties.

The exporter, like any other resident, can then use his pesos to purchase foreign exchange with few restrictions.

Central Bank role

Free entry and transfer abroad of capital is permitted; however, non-exchange controls on direct investment from abroad remain in effect. Future exchange contracts continue to require prior deposit of funds, and as before, the Central Bank remains the regulatory agency over exchange institutions.

Decree 1410, promulgated simultaneously with the peso devaluation, substantially reduced import duties. The former list of prohibited imports has been cut to include only a few items which are locally produced and consist mainly of automotive products.

The new maximum import duty is 140%, compared with previous maximum rates of over 300%.

Duties on specified metals, synthetic textiles, industrial machinery, precision instruments, alcoholic beverages, sporting goods and some tractors have been reduced by as much as one-third to one-half of their former rates.

The decree also provides for a decrease in duty on rubber tires and specified tobacco products, and small increases on some relatively low duty items. Rates of duty on specific goods may be obtained from the American Republics Division, BIC, U.S. Department of Commerce, Washington, D.C. 20230.

Income tax modified

Tax modifications, expected since promulgation of the annual budget in January, have been announced. With regard to personal income, these changes increase the minimum tax standard deduction and limit the maximum of taxable income to 50%.

The new law rules out all unproven expense account deductions, allows a 10% tax credit on donations, and exempts rebates on exports.

A new one-time real estate tax of 1% on fiscal assessment has been imposed, as has a 2% tax on bank credits and renewals. Sales taxes have been substantially increased to a rate of 15% and 20% on many luxury items; excise and stamp taxes also are affected.

The present changes are not regarded as final actions inasmuch as the Government has indicated it will simplify the entire tax system in 1968.

In public statements concerning the new stabilization program, a government spokesman has stressed the importance of its success to the country and has indicated that added revenues and the fruits of increased efficiency would go toward reducing budget deficits and to increased domestic investment.

Such investments would be used to further hydroelectric development, railroad modernization, improved housing, road construction, and development of basic industries.

Some of these projects already benefit from external financial assistance, and it is anticipated that there will be increased international cooperation as the program proceeds.

Norway removes most duties affecting tropical imports

Norway has eliminated customs duties on nearly all imports of tropical products not already accorded duty-free entry.

The Norwegian tariff schedule contains approximately 70 categories which are considered tropical products, of which about 50 previously received duty-free treatment. The newly-freed items include the following commodities:

—Intestines, bladders, and stomachs of animals other than fish;

—Natural sponges;

—Bananas, pineapples, coconuts, Brazil nuts, cashew nuts;

—Pepper, vanilla, cinnamon, cloves, ginger, nutmeg, cardamom, bayleaves, thyme, curry;

—Cocoa and cocoa butter;

—Natural cork;

—Raw silk, wool;

—Hemp, jute.

Avocadoes, dates, mangoes, guavas, saffron, and celery seeds are the few tropical products still subject to import duties.

Foreign funds play big role in proposed Chile projects

The Chilean Government has recently authorized or is reportedly near approving some 22 development projects calling for a total investment of $911.5 million. Of this amount $770.6 million is to come from foreign sources.

A total of $532.4 million in foreign funds is to be invested to develop seven copper mining projects. The balance of $205.2 million will be invested in 12 industrial projects, including $75 million for two pulp mills, $15.5 million for copper processing, $12.1 million for polyethylene and PVC plants, and $73 million for the expansion of the nation's steel works.

Other investment may be made by Chilean Government agencies in sulfur, automotive vehicles and industrial chemicals.

Yugoslavia receives World Bank loan for highway needs

New figures show rapid advances on automotive transportation scene

The World Bank has made a loan equivalent to $10 million in Yugoslavia to assist in financing the completion of a highway from Opuzen on the Adriatic Coast to Zupanja about 100 miles west of Belgrade, connecting the Adriatic and Central Highways.

The Fidelity-Philadelphia Trust Co. and The First Pennsylvania Bank and Trust Co. are participating in the loan, without the World Bank's guarantee, for a total amount of $150,000 representing part of the first maturity which falls due on May 15, 1972.

Improvement of the Opuzen-Zupanja highway will sharply reduce transportation costs for the large number of motor vehicles which travel between the rich agricultural region on the southern coast and the industrial cities of Sarajevo, Tuzla, Zagreb and Belgrade. The improved road will also stimulate tourism, which has become an important source of foreign exchange earnings.

Highway transport in Yugoslavia is still in an early stage of development compared to most other European countries, but has expanded rapidly in recent years. In the last decade the number of motor vehicles has increased from 60,000 to nearly 350,000. Furthermore, the number of foreign cars visiting Yugoslavia rose from less than 200,000 in 1961 to over two million in 1965, and the number of passengers from less than half a million to nearly six million. About 7,600 miles of Yugoslavia's 47,200 mile highway network are now paved, most of the paving having been done since 1955. Investment in highways has doubled in recent years to accommodate growing traffic. A $35 million World Bank loan in 1963 helped to finance completion of the Central Highway which runs from the Austrian to the Greek border and completion of the Adriatic Highway along the Dalmatian Coast.

The project consists of the construction, reconstruction or improvement of nine road sections totaling 77 miles, including the construction of some tunnels and the widening of several bridges. The first five sections are located in the south between Opuzen and Josanica: two of these are by-passes around Mostar and Sarajevo, and three involve some new construction, realignment and widening. The remaining four sections, totaling 47 miles and located in the north between Sicki Brod and Zupanja, will comprise new alignment.

Construction work on the nine sections will be performed by prequalified contractors under unit price contracts awarded after international competitive bidding. For the purpose of bidding, road sections will be grouped into larger contracts to make them more attractive to foreign contractors. All sections are scheduled for completion early in 1969, at a total estimated cost equivalent to $19.5 million. The Bank loan will provide $10 million of this total; the remainder will be covered by the Yugoslav Federal Government and the Republics of Bosnia-Hercegovina and Croatia.

For further information, **write:** the Federal Secretariat of Transport, Zgrada, S 1 V II Novi Beograd, Yugoslavia.

Austria removes duties on embroidery yarns, textiles

The Austrian parliament has amended the Customs Tariff Law of 1958 on several categories of yarns and textiles used in the embroidery industry, effective retroactively as of Jan. 1, 1967 (Bundesgesetzblatt, Feb. 15, No. 49, p. 434).

Of possible interest to U.S. exporters are the items listed below, now admitted duty-free, with the customs tariff number in parenthesis:

Silk yarn, other than yarn of noil or other waste silk, not for retail sale, dyed other than with indanthrene (50.04 B.1); fabrics containing 100% silk or waste silk other than noil for embroidery manufacture, against permit (50.09 B., footnote 5); yarn of manmade fibers, dyed while passing through the spinneret, imported directly from foreign manufacturers, against certificate from the Ministry of Commerce, Trade, and Industry (51.01 A.2.b. and B.2.b., footnote 3); fabrics of manmade fibers for the manufacture of embroideries, against permit (51.04 A.2. and B.3., footnote 4); cotton yarn used in embroidery machines, if domestic production is insufficient, duty may be waived or reduced by the Finance Ministry in conjunction with the Trade Ministry (55.05, footnote 6, and 55.06, footnote); cotton fabrics of yarns of more than 29 English count, unbleached, bleached, or mercerized, for the manufacture of embroideries, against permit (55.09 B, footnote 1); fabrics of discontinuous manmade fibers for the manufacture of embroideries, against permit (56.07 B, footnote 3).

For additional information, **write:** the European Division, OIRE, Department of Commerce, Washington, D.C., 20230.

Portugal bars artificial sweeteners in food products

Portugal has recently passed a decree prohibiting the incorporation of saccharine, its derivatives, and other artificial sweeteners in food products.

Decree Law 47531 provides that these products can only be used in the preparation of medicines, specialty or otherwise, and products in which their incorporation is not improper for the public health.

The importation of saccharine, its derivatives, and other artificial sweeteners, in powder or tablets, requires the authorization of the Direccao Geral das Alfandegas (General Administration of Customs) obtained through a license issued by the Comissao Reguldora dos Produtos Quimicos e Farmaceuticos (Regulatory Commission for Chemicals and Pharmaceuticals).

All manufacturers and importers of these products must keep records of the quantities produced or imported, and the quantities sold with the addresses of the recipients.

Saccharine, its derivatives, and other artificial sweeteners can be sold to the public only by pharmacies, which must keep records of the quantities bought and sold.

Germany opens import quota on some canned vegetables

Germany has opened import quotas of unannounced size for canned wax beans (cuts) and canned asparagus (cuts and tips in combination; canned tips alone not applicable).

Import licenses will be issued until the quota is filled if applied for within 21 days after loading. After official announcement that the value limit has been exhausted, licenses will be issued only for lots loaded aboard ship not later than ten days after such announcement.

Import licenses will be valid until Oct. 31, for wax beans and March 31, 1968, for asparagus. The first day of customs clearance will be Apr. 1 for both categories. These quota announcements represent a continuation of the quotas opened in the spring of 1966.

Five British manufacturers seek licenses to produce equipment

Licenses sought for heavy machinery, small machine tools, materials handling equipment, adhesive and metal products

Five British manufacturers are seeking licenses to produce heavy machinery, materials handling equipment, small machine tools, electrical and building tools, adhesive products for the construction industry, and metal products.

- This **manufacturer of heavy machinery and materials handling equipment,** established in 1886 near Birmingham, seeks to expand and diversify its operations through a licensing agreement with a U.S. firm. It is also interested in manufacturing on a sub-contract basis.

The British company is particularly interested in making newly developed U.S. products which would compliment its present line of such items as crankshafts, die blocks, drumshafts, rotors and alternators, ingot stripping machines and materials handling equipment to customer's specifications. The British concern is also experienced in carrying electrical and hydraulic installations. The company has approximately 350 employees and distributes its products in the U.K. and overseas markets.

To obtain additional information about this opportunity interested U.S. companies should **write:** Walter Somers Ltd., Haywood Forge, P.O. Box 7, Hales Owen, Nr. Birmingham, England. WTD.

- **A fabricator of steel products** seeks a license or similar arrangement to manufacture small machine tools or products for use in the engineering field. The British company would also consider making household gadgets.

Production facilities include machine, welding, sheet metal and fabricating shops, plus a division devoted to the production of air pressure reservoirs and various tanks. Established in 1945, the British company has approximately 120 employees.

To obtain further information about this proposal **write:** Steel Products (Lincoln) Ltd., Clarke's Yard, Newland, Lincoln, England. WTD.

- A license to manufacture **any materials incorporated in or allied to the electrical or building industry** with the exception of building partitions, blocks and cranes is sought by an established Nottingham company.

The British firm's range of products include elevators, lightning conductors, stage lighting equipment, cable trunking and non-ferrous castings. Production facilities consist of fully equipped machine, paint and sheet metal shops, plus a non-ferrous foundry for bronze and aluminum castings. The machine shop, in addition to being fully geared to the production of elevators, has numerous automatic lathes, capstans, drilling machines and cutting equipment.

Machinery in the sheet metal department includes portable welding equipment, a Pulmax sheet metal working machine for forming complex shapes up to 12 gauge and a range of power presses with up to 70 ton capacity. The firm is able to meet customers requirements for products in zinc coated or plain sheet steel, much of it spray painted and stove enameled in various finishes. The drying process is completed by means of a continuous infra-red tunnel.

The Nottingham firm states it has a force of salesmen and engineers calling on electrical wholesalers, major electrical contractors, electric power authorities and consulting engineers and architects throughout Great Britain.

To obtain additional information interested U.S. manufacturers should **write:** W. J. Furse and Co. Ltd., Traffic Street, Nottingham, England. WTD.

- Established in 1958, **a manufacturer of adhesives and related products for the construction industry** seeks a licensing or cross licensing arrangement to produce and distribute adhesives, additives, or chemicals suitable for the construction and other industries.

The English firm claims it enjoys a major share of the P.V.C. adhesives market within the construction industries of Great Britain and Northern Ireland. It also produces a popular ceramic tile fixative utilized for wall tiling. The firm states it has adequate production space and would undertake investment in new machinery provided there was a worthwhile market for additional products.

The British firm has approximately 60 employees, plus 15 traveling salesmen calling on builders, retail stores and tiling firms.

To obtain further details, **contact:** Unibond Ltd., Glebeland Road, Gamberley, Surrey, England. WTD.

- A Birmingham **manufacturer of motor ventilators and accessories and metal legs for pallets and fittings** seeks a license to make products suitable to its production facilities. These include power press capacity up to 200 pounds and all press tool design. The British firm states component parts would be welded, riveted, assembled and finished to any desired specifications.

Established in 1904, the Birmingham concern has about 100 employees. It has no distribution or marketing facilities, but states these services could be handled by experienced British companies.

For additional information interested U.S. manufacturers should **write:** E. H. Whitehouse and Co. Ltd., Mott St., Birmingham 19, Warwickshire, England. WTD.

Metal fabricator in France seeks license agreements

A fabricator of anodized aluminum extrusions, aluminum structural sections, stairway frames, panels, joints, fittings and numerous other light-alloy products seeks licensing or cross licensing agreements with U.S. manufacturers of light alloy products.

The French concern would offer patent rights on its anodized aluminum extrusions, plus technical assistance and processes, to an interested U.S. firm.

The French concern operates two plants, one in Toulouse, France, and the other in Barcelona, Spain, specializing in electroplating, aluminum anodizing, machining and mechanical finishing of light-alloy products. The modern, well-equipped French facility occupies an 18,000 square meter site. Branch offices have been established in several major French cities including Paris.

Write: AluSud, No. 171 Route d'Espagne; 31—Toulouse, Haute-Garonne, France. Attention: Andre Bos. WTD.

Venezuelan company wants to make electrical products

Firm is interested in securing minority U.S. participation

A Caracas manufacturer of distribution transformers under a licensing arrangement with a U.S. firm seeks to diversify production through a joint venture or license.

The Venezuelan company wants to initially manufacture low voltage fuse cartridges, knife switches and circuit breakers. Undercapitalized for expansion, it is interested in securing minority participation by a U.S. concern in the proposed project. Reportedly, Venezuelan investors would have majority interest in the enterprise.

Established in 1963, the Caracas firm has 25 employees and basic production machinery. Additional equipment would be required, however, to manufacture the proposed products.

The company claims knife switches currently are made by only one Venezuelan firm, while there is no domestic production of cartridge fuses or circuit breakers. In addition, the firm believes eventual large scale manufacture of these elementary electrical items will lead to import controls on these products.

The manager of the Caracas firm plans to visit the United States in April and would be glad to discuss any interesting proposals made by U.S. firms in response to this announcement. He intends to visit New York, Chicago and Milwaukee.

To obtain further details about this opportunity and arrange appointments with the Venezuelan executive, **write:** Manufacturas Electricas de Venezuela C.A., Edif. Galipan, Avenida Miranda, Urb. El Rosal, Caracas, Venezuela. WTD.

Spanish chemical producer seeks technical assistance

A Spanish manufacturer of such chemicals as hydraulic type oils, salts for thermal treatments and metal grease and paint removers seeks technical assistance and possibly a licensing agreement to improve and expand its production.

The firm states the type of return to be paid a U.S. company is open to negotiation. However, the Spanish concern would be willing to pay a royalty on any products manufactured under license.

The company's plant at Vich, in the Province of Barcelona, occupies a 400 square meter area and is reportedly well equipped. There is a strong domestic demand for chemicals of this type, according to the company, but exports are limited because of excessive competition. The company also states there are no Spanish Government restrictions on production and sales of these products; however, there are import restrictions on varnishes, paints, and pigments.

Write: Mertens Iberica, S.A., Avenida de Jose Antonio 88 (Edificio Espana), Madrid (13), Spain. WTD.

Japanese firm seeks to broaden activities

A license to manufacture electrical paint removing equipment is sought by a large, diversified Nagoya manufacturer aiming to broaden its present line of electrical machinery for the transportation, construction and manufacturing industries.

In addition to being Asia's largest producer of rolling stock, the Japanese firm makes such construction and mining machinery as power shovels, excavators and scrape dozers, as well as electrical equipment.

The firm operates five plants in Japan, including three in Nagoya and has approximately 6000 employees, plus 300 salesmen. Manufacturing equipment consists of numerous machine tools, metal working machines, electric welders, wood working machines and forging devices. Established in 1896, the Nagoya company distributes its products on both the export and domestic market.

The Japanese company states the terms of a licensing arrangement are open to negotiation. Interested U.S. manufacturers are requested to correspond directly with the Nagoya company, enclosing catalogs and descriptive product literature.

Write: Nippon Sharyo Seizo Kaisha, Ltd., 1-1 Sanbonmatsu-cho, Atsuta-ku, Nagoya, Japan. WTD.

Mexican pharmaceutical firm seeks license arrangement

Established in 1965, a Mexico City manufacturer of medicinal products seeks to expand production through a licensing arrangement with a U.S. firm. The type of return to a U.S. licensor, possibly on a royalty basis, is open to negotiation.

The company claims that medicinal products are subject to Mexican Government import controls and a U.S. company interested in entering the market may wish to explore this opportunity.

Write: Farmaceuticos Rayere, S.A., Amores No. 734, Mexico 12, D.F. Attention: Eduardo Arana Rosas, General Manager. WTD.

Iranian firm proposes joint mining venture

A recently established Iranian investment company seeks the participation of a U.S. mining firm in a joint venture to develop reported mineral deposits in Iran. The main purpose of the Iranian corporation, whose capital has been wholly subscribed in foreign currency by member companies of the Iranian Oil Consortium, is to encourage industrial development in Iran.

The company states that a preliminary geological study indicates the exploitation of copper, lead, chrome and coal deposits may be commercially feasible. These deposits are reported to be located mainly in the Kerman Baft area and in Baluchistan.

To obtain additional details interested U.S. firms should **write:** Iranian Investment Corporation, P.O. Box 1065, Tehran, Iran. Attention: Mr. Pat Ward. WTD.

Construction joint venture sought by Saudi Arabian firm

A Jidda trading company seeks a joint venture with an experienced U.S. construction firm to negotiate for Saudi Arabian Government airport and defense construction projects.

The Saudi company, a leading importer and distributor of machinery, electrical equipment, building materials and other products, is reportedly establishing a subsidiary construction firm.

To obtain additional details **write:** Bugshan Trading Co., P.O. Box 378, Jidda, Saudi Arabia. WTD.

Belgium posts tenders for new SHAPE site

Chapel, building materials needed for Brussels relocation base

Tenders calling for the construction of a chapel at SHAPE's Casteau relocation site and infrastructure works connected with the construction of temporary buildings at Brussels (interior roads, parking lots, sidewalks, sewage, water facilities, public lighting, ground conditioning and safety fencing) have been announced.

The tender for the chapel was announced by the International SHAPE Committee (CISHIC), and requires bids be submitted by 11 am April 11. Pertinent documents can be obtained for a cost of $20 from the Consortium des Ingenieurs et Architectes du SHAPE, 207 Blvd. du Souverain. A copy of the tender is available for review at the offices of CISHIC, 1 Rue Defacoz.

The invitation to bid for infrastructure works was announced by the Belgian International Committee for the Relocation of NATO (CIROTAN). Interested U.S. firms must register prior to Mar. 28 (11 am), at CIROTAN's offices, located at 1 Rue Defacoz. Specifications and bidding documents concerning this tender will be on sale at 31 Rue de la Science, Brussels 4 on and after Mar. 31. Tenders must be submitted by Apr. 12 (11 am), to Services Techniques du CIROTAN, 3 Place du Petit Sablon, Brussels 1.

Libya defines deadline for construction bidders

Sewage, drainage tenders sought for Baida construction complex

The Secretary of the Central Tender Board, Ministry of Finance, Tripoli, invites tenders for construction of a sewage treatment plant and storm drainage system for Baida.

The deadline for receipt of bids is 10 am, May 15.

Tender documents are available from the Ministry of Public Works, Tripoli or Benghazi, on payment of $840 (L£300), not refundable. Tenders should be accompanied by $196,000 (L£70,000) in cash or by letter of credit from a Libyan bank. This deposit would be increased to five percent of the tender's total value if the tender is accepted. Correspondence may be in English or Arabic.

Japan calls for opening bids on Tokyo-Nagoya Expressway

The Govt. of Japan has announced the opening of international bidding for construction of "Project J", which is the section of the Tokyo-Nagoya Expressway between Tokyo and Shizuoks.

Contractors with experience in expressway construction who are nationals of the member nations of the International Bank for Reconstruction and Development are invited to submit their bids. Prequalification documents should be submitted by Apr. 18.

Detailed instructions for prequalifying and bidding as well as a description of the work involved are available on a loan basis from the Building Materials & Construction Industries Div., BDSA, U.S. Dept. of Commerce, Washington, D.C. 20230. (Telephone: 202-WO 7-4272).

Equipment bids sought on communication needs

Supply, engineering firms asked to compete for NATO contracts

The Executive Commission of Infrastructures NATO intends to call international bids concerning the supply, assembly, installation, testing and civil engineering for "IBERLANT" Headquarter's communication facilities near Lisbon.

U.S. firms interested in bidding must write their intentions to bid, by Apr. 15, to the Secretariado Geral de Defesa Nacional, Comissao Executiva de Infraestruturas Otan (CEIOTAN), Rua Ricardo Espirito Santo NR 7, First Fl., Lisbon. U.S. firms certified eligible to participate in NATO-International Competitive Bidding (ICB) and who are judged qualified by the Portuguese government will receive the bidding documents and specifications.

The estimated cost of the project is approximately $5 million, of which $3.9 million is for the supply and installation of electronic equipment, and $1.1 million for civil engineering. Bidding is expected to take place by the end of May.

NATO construction requisites cited for UK building locale

The Ministry of Public Buildings and Works announced a bid for the construction of a single storey building for NATO. At an estimated cost of about $200,000 (£77,200), the building is to be constructed of brick, light steel roof beams with insulated flat metal roof decking, warm air heating and electrical and compressed air services as well as other utilities. U.S. firms certified eligible to participate in NATO-International Competitive Bidding (ICB), and interested in bidding on this project should write to Mr. E. A. Turner, Ministry of Public Bldgs. and Works, Bldg. 337 (South Side), RAF Northold, Ruislip, Middlesex.

Belgium gets credit meeting

The Foreign Credit Interchange Bureau will hold its Second International (European) Round Table Conference Apr. 17 in Brussels, Belgium at the Westbury Hotel on "Finance, Credit & Collection Problems."

Burma requests bidders on plumbing fixtures

The Defense Dept. of the Republic of Burma is seeking bids for the supply of the following types of plumbing fixtures: 200 basin, lavatory rectangular VC, 30 basin lavatory range for 3 persons VC, 20 cisterns, flushing auto (3 gals), 1,000 closets, eastern types, 1,000 closets, pedestal VC, 600 roses shower brass, 1,000 seat and cover plastic with lid, 200 shelves, glass, 200 shelves, plate glass, 100 sink fire clay scullery, 100 urinal basin VC wall lipped, 100 urinal basin VC wall lipped, one gallon, 500 pipes, lead with coupling, 500 pipes, lead, solid drawn (15 lbs. per yd.), 2,000 pipes, lead, solid, (10 lbs. per yd.), 200 tap pillar, 200 trap 'P' fire clay, 2,000 brass coupling for lead connector, 200 ball valves (rubber) for low level flushing cistern, 200 waste collar and brush for flush tank, and 10 bidets VC with fittings.

Specifications containing more detailed descriptions of these commodities are available on a loan basis from the Building Materials & Construction Industries Div., BDSA, U.S. Dept. of Commerce, Washington, D.C. 20230. (Telephone: 202-WO 7-4272). Bids must be received by the Office of the Dir. of Procurement, Defence Dept., Rangoon, before Apr. 22.

Argentina issues notice to construction bidders

The Instituto de Desarrollo del Valle Inferior del Rio Negro (IDEVI) is calling for bids for the construction of an irrigation and drainage system in an area located 15 kilometers from the town of Viedma, Province of Rio Negro. The official budget estimate for this project is $326,253 (83,194,674 Argentine pesos). Payment will be effected through a loan granted by the Interamerican Development Bank.

The deadline for submission of bids is 4 pm, Apr. 17.

A copy of the conditions and technical specifications, Public Bid No. 15, can be obtained for $48.24 (12,300 Argentine pesos) from Gerencia General del IDEVI, Buenos Aires 167, Viedma, Province of Rio Negro.

Greek thermal facility needs chemical, equipment bidders

The Public Power Corp., 30 Chalkokondyli St., Athens (102), seeks bids on the chemical cleaning of boilers and ancillary equipment of the Ptolemais thermal plant. Estimated value of the project is $150,000. Deadline for receipt of bids has not been set. Interested firms should communicate directly with the issuing agency. English or Greek may be used in correspondence.

A copy of the general conditions, specifications, and sample contract will be available for loan to interested U. S. firms by the Water Industries & Engineering Services Div., BDSA, Dept. of Commerce, Washington, D.C. 20230.

Construction bids sought for three Tunisia sites

Educational complex planned for both academic, technical training

The Tunisian Secretariat of State for Public Works and Housing is seeking bids for the construction of three schools which are to be built under an agreement recently signed between the Tunisian Govt. and the IBRD/IDA. The major facts regarding these three projects are as follows: Construction of a middle and secondary school at Souk-El-Arba, west of Tunis, second phase. Work is estimated at approximately $600,000. Bids will be opened 9 a.m., Apr. 12 at the offices of the Secretariat of State for Public Works and Housing, and forms are obtainable from Mr. Kyriacopoulos, Architect 9, Rue de Besancon. Receipt of these forms carries with it an obligation to submit a bid. Next is the second phase in the construction of a pilot technical school at Rades. The work is estimated at approximately $480,000, and bids will be opened at 9 a.m., Apr. 15, in Tunis. Bidding forms are obtainable from Mr. E. Dezuari, Architect 18, Rue Caton. Receipt of these forms carries with it an obligation to submit a bid.

The final portion of this project is the enlargement of a mixed school at Menzel Bourguiba, near Bizerte, first phase. The work is estimated at approximately $278,000, and bids will be opened at 9 a.m. Apr. 18, in Tunis. Bidding forms are obtainable from Mr. A. Demenais, Architect 19, Rue Kennedy, Carthage. Receipt of these forms also carries with it an obligation to submit a bid.

Interested firms should take special note of early bid deadlines.

Korea announces bids on domestic equipment

The Govt. of the Republic of Korea is seeking bids for the supply of the following commodities: SITC No. 719.1, boiler-burner unit, hot water heating unit, packaged, for domestic hot water from separate coil tube and circulating hot water for heating. Type: vertical fire tube type, gross output capacity: 144,000 btu/hr. or more. 44 sets; SITC No. 719.1, boiler-burner unit, same as above item in all spec. except as follows: gross output capacity, 171,000 btu/hr. or more 17 sets; SITC No. 719.1, warm air furnace, max. rate output capacity: 200,000 btu/hr., 17 sets; SITC No., 725.0, hot water heater, type: vertical electric type, tank capacity, 82 gallons (U.S.), five sets; SITC No. 725.4, electric refrigerator, storage space: not less than 14.1 cu. ft., 10 sets; SITC No. 725.0, electric range, electric automatic controlled for domestic use, ten sets; SITC No., 861.9, cement briquette tester, type: The apparatus is light in weight and is designed for use on a laboratory desk or table. The testing machine is a beam loading type. Capacity: 1,000 lbs., one set; SITC No. 861.9, basic cylinder sapping set, made by Soiltest Cat. No. CT-57 or equal, one set.; and finally, SITC No. 861.9, pyrometer, made by Fisher Cat. No. 13-904-50 or equal, one set.

A copy of specifications containing detailed descriptions of the above items is available on a loan basis from the Building Materials & Construction Industries Div., BDSA, U.S. Dept. of Commerce, Washington, D.C. 20230 (Telephone 202-WO 7-4272).

Steel, bearings needed for Korean construction

The Government of the Republic of Korea is seeking bids for the supply of the following commodities: Structural steel channel, A.A.R. Spec. M-116-60, Grade A, J.I.S. G-3101-SS41 or equal, 300 mm x 90 mm x 9 mm x 10,000 mm, 214,900 kg, and 150 mm x 75 mm x 615 mm x 10,000 mm, 89,700 kg; Structural steel plate, A.A.R. Spec. M-116-60, Grade A, J.I.S. G-3101-SS41 or equal, 19 mm x 814 mm x 1,829 mm, 400 Kg., and 13 mm x 1,524 mm x 3,048 mm, 10,800 Kg., and 12 mm x 1,524 mm x 3,048 mm, 228,000 Kg., and 9 mm x 1,524 mm x 3,048 mm, 585,000 Kg; Structural steel angle, A.A.R. Spec. M-116-60, Grade A, J.I.S. G-3101-SS41 or equal., 12 mm x 75 mm x 75 mm x 10,000 mm, 4,000 Kg.; and Axle for Roller Roller Bearing, A.A.R. Spec. M-101-57, J.R.S. SA-30B (SFA55), latest revision or equal as per K.N.R. Drg. No. F-67-3030, 612 ea. Bid deadline is 10 a.m., April twelfth.

A copy of conditions for bidding and supply is available on a loan basis from the Building Materials & Construction Industries Div., BDSA, Rm. 4014, U.S. Dept. of Commerce, Washington, D.C. 20230. (Telephone: 202-WO 7-4272).

Burma requests extensive bids on Bitumen, Coal-Tar supplies

On behalf of the Myanma Export & Import Corp., bids are being invited for the supply of the following stores: 20 tons of Bitumen non-heating type, packed in four cwt. drums; and seven drums x 45 gallons of Coal Tar.

Six copies of bids must be sent, and mailed so as to reach the Chairman, People's Bawdwin Industry, 104, Strand Rd., P.O. Box 801, Rangoon, by Apr. 10.

Certain specifications as to supply and delivery must be met, which may be obtained by writing to above address.

Industrial imbalance reported between U.K. suppliers, plants

The Process Plant Working Party of the National Economic Development Office has issued a report indicating an imbalance between available capacity to supply equipment in the U.K. for chemical and related plants and the rising demand for such equipment.

The report, published in Jan., is available on a short-term loan basis to firms in the United States from the GIEC Div., BDSA 588, Dept. of Commerce, Washington, D.C., 20230. (Telephone: 202-WO 7-5589).

Turkey invites bidders for NATO installation

Qualified contractors required for expensive construction plan

The Ministry of Public Works invites bids from U.S. firms certified eligible for NATO-International Competitive Bidding (ICB) for a construction project comprising concrete paving (41000 square met.), buildings, electrical works (47000 square met.), hangar (600 square met.), POL installations, and miscellaneous works related to these items. The estimated cost of this project is about $1 million (£410,217).

NATO qualified firms are requested to express their interest in this project before Apr. 7 (classified NATO Secret). Applicants are subject to security check of the NATO Section of the Turkish Ministry of Foreign Affairs. U.S. firms should write to Bayindirlik Bakanligi, Hava Meydanlari ve Akaryakit, Tesisleri Insaat Reisligi, Ataturk Bulvari No. 140, Kavaklidere, Ankara, Turkey, using the following reference: "Project M-6773".

A copy of the notification of call for bids which includes certain Turkish government questionnaires which must be submitted by the Apr. 7 date is available from the Trade Opportunities Staff, BDSA-624, U.S. Dept. of Commerce, Washington, D.C. 20230.

Turkey calls for bids on railway steel needs

The General Directorate of State Railways, Office of Purchases and Sales Commission, Ankara, has asked for bids by Apr. 21 on railway steel materials comprising 46,303 kg./m. rails (18,802 tons), fishplate bolts (93 tons), spring washers (8 tons), double-spire washers (170 tons), steel soleplates (2,038 tons), intermediate soleplates (1,050 tons), rail clips (682 tons), rail clips bolts (792 tons), screwpikes (730 tons), railblocks (250 tons), switch spikes (60 tons), rail spikes (330 tons), switch claws (50 tons), switch tie bolts (9 tons). Bid bond is not required. Performance Bond: 5%. Partial tenders acceptable. Prices FOB, U.S.A. and CF-Istanbul. Inspection by Robert W. Hunt Co. Tender documents available from Modern Translation Bureau, Menekse Sokak 20/7, Kizilay, for $15.00 per copy including airmail postage.

Finland seeks American sources for pulpwood chippers, cranes

Mr. E. J. Landtman, Oy Flinkenberg Co. Ab, Bulevardi 28, Helsinki 12, is seeking American suppliers of pulpwood chip machinery, both stationary and portable; also, suppliers of gantry cranes for container handling. U.S. manufacturers are requested to communicate with Mr. Landtman for additional information.

World Trade Opportunities

Continued to page 59

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $2.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any resultant trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-916, U.S. Department of Commerce, Rm. 6059B. Telephone: 202-WO 7-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

200 Foods

GERMANY—American rice, milk rice, bouillon rice, dried lentils, Californian bleached sultanas, mixed nuts. Requests price quotations fob American ports. Heinrich Paas, VeGe-Zentrale Ruhr (importer, exporter, retailer, manufacturer, wholesaler), 17 Laubenhof, 43 Essen-Altenessen. WTD 3/8/67.

201 Meat products

KUWAIT—Frozen chicken C&F Kuwait. USDA Grade C frozen chicken acceptable. Firm prepared to contract for 1000 tons annually. Limex Company (importer, retailer, wholesaler), P.O. Box 525, Kuwait. WTD 8/17/66.

GERMANY—Frozen chickens, turkeys; chicken and turkey drumsticks. Requests price quotations fob American ports. Heinrich Pass (importer, exporter, retailer, manufacturer, wholesaler), VeGe-Zentrale Ruhr, 17 Laubenhof, 43 Essen-Altenessen. WTD 3/8/67.

NETHERLANDS—Canned meat specialties such as corned beef hash, roast beef hash, chili con carne, chicken cacciatori, meat balls, beef stroganoff, beef stew, spaghetti sauce, pizza sauce, canned beef gravy. P. de Gruyter & Zoon N.V. (manufacturer, importer, retailer), 14 Orthenstraat, 's'-Hertogenbosch. WTD in preparation.

202 Dairy products

● **TANZANIA**—Spray dried skim milk powder, 165 tons annually. Bid deadline July 1. Ministry of Agriculture & Land Reform, P.O. Box 159, Zanzibar.★ (Telephone: 202-WO 7-4794).

203 Canning, preserving foods

AUSTRIA—Frozen, prepared meals for use by catering enterprises, institutions. Requests full details, prices, terms. Private label preferred. Direct purchase and exclusive agency. Wilhelm Frank (importer, wholesaler, distributor), Grosshandlung, Zieglergasse 19, A-1072 Vienna. WTD 9/27/66.

FRANCE—Canned vegetables, fruit juices, fruits, apricots, half peaches, sliced pineapples, sea foods, shrimps, crabs; fish, salmon. On a commission basis only. M. Benoit Yana (sales representative), 20 Esplanade de Roux, 13-Marseille, 4eme. WTD 3/14/67.

MALAYSIA—Canned abalone. Guan Huat Seng (wholesaler, retailer, importer), 31 Kampong Pantei, Malacca, Malacca. WTD 3/67.

Canned abalone, sardines; dried fruits. Requests C.I.F. price quotations, Port Swettenham. Direct purchase and agency. Long Seng Co. (importer, indent agent, manufacturer), 79D 3rd mile Klang Rd., Kuala Lumpur. WTD 2/67.

NETHERLANDS—Frozen shrimp, crab, lobster, Alaskan King crab, shrimp cocktails, crab cakes, salmon sticks, breaded shrimp, frozen chicken rolls, pastries; canned fruits such as cranberries and cranberry sauce, pears, fruits for salads, sweet and sour cherries, apple sauce, apple butter, raspberries, boysenberries; canned vegetables such as corn, whole kernel, creamed, and on the cob, Mexican style corn, succotash, mixed vegetables, rubarb, lima beans, pimentos, green and white whole asparagus and tips, frozen vegetables such as corn, corn on the cob, mixed vegetables in onion sauce, and mixed vegetables. P. de Gruyter & Zoon N.V. (manufacturer, importer, retailer), 14 Orthenstraat, 's-Hertogenbosch. WTD in preparation.

205 Bakery products

DENMARK—Dietic bread and bakery products, "dry", such as biscuit, crackers, pretzels, novelties within dietic food products line. Direct purchase and agency. Michael Nielsen A/S (importer, agent), Skive, Jutland. WTD 3/67.

NETHERLANDS—Cocktail, other packaged snacks such as corn curls. P. de Gruyter & Zoon N.V. (manufacturer, importer, retailer), 14 Orthenstraat, 's-Hertogenbosch. WTD in preparation.

207 Confectionery

NETHERLANDS—Salted and roasted nuts, peeled or in shell, walnuts, pecan, mixed nuts in consumer and bulk packages. P. de Gruyter & Zoon N.V. (manufacturer, importer, retailer), 14 Orthenstraat, 's-Hertogenbosch. WTD in preparation.

208 Beverage industries

MALAYSIA—Flavoring extracts in powder form for manufacture of soft drinks. Long Seng Co. (importer, indent agent, manufacturer), 79D 3rd mile Klang Rd., Kuala Lumpur. WTD 2/67.

220 Textile mill products

AUSTRIA—Fabrics for home furnishings, decoration, mattress cloth. Direct purchase and exclusive agency. Joh. Rechberger, Leinen- u. Baumwollweberei (manufacturer, importer, distributor), POB 24, A-4170 Haslach a.d. Muehl. WTD 7/6/66.

222 Broad woven fabric mills, manmade fiber

AUSTRALIA—Polypropylene, textile woven, for making shirts, overalls for industrial uses. Protector Safety Industries Ltd. (importer, wholesaler, manufacturer), 1-17 Buckingham Street, Sydney, N.S.W. WTD 3/24/66.

224 Narrow fabrics, other smallwares mills

AUSTRALIA—All types of fashionable trimmings suitable for ladies' outerwear, including but not limited to braids, laces, jewelled trimmings. Direct purchase and agency. H. A. Bachrach Pty. Ltd. (importer, distributor), 192 Castlereagh St., Sydney, N.S.W.—Attn: Mrs. G. Lehr. WTD 3/67.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

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225 Knitting mills, products

● **IRAQ**—Cotton, knit undershirts, 200,000, "V" neck. Tender No. ORD 4/1967, bid deadline May 20. Directorate of Contracts & Purchases, Ministry of Defense, Baghdad.★ (Telephone 202-WO 7-5238).

● Khaki wool knit gloves, 50,000 pairs; black wool knit gloves, 5,000 pairs. Tender No. ORD 3/1967, bid deadline May 20. Directorate of Contracts & Purchases, Ministry of Defense, Baghdad.★ (Telephone 202-WO 7-5238).

THAILAND—Men's cotton knitted underwear. C.i.f. prices, catalogs requested. Direct purchase and agency. Sethapatana Limited Partnership (importer, wholesaler), 309 Santiparp La., Nares Rd., Bangkok. WTD 1/67.

226 Dyeing, finishing textiles

THAILAND—Fabrics suitable for use in men's necktie manufacture. Catalogs, c.i.f. Bangkok prices requested. Aladdin Trading (importer, manufacturer), 62/61 Soi Donkusol, Y-anawa, Bangkok. WTD 2/67.

228 Yarn, thread mills, products

WEST GERMANY—Thread used by shoe industry. Direct purchase and agency. Spindler & Reinberg (importer, wholesaler), 28 Bremen 1, Schulstrasse 8b. WTD in preparation.

231 Men's, youths', boys' suits, coats, overcoats

GERMANY—Parkas. Requests quotations c.i.f. European ports. Requests replies in German. Bingel & Co. (retailer, wholesaler), 8 Sandstrasse, 59 Siegen/Westfalen. WTD 3/9/67.

235 Hats, caps, millinery

● **IRAQ**—Khaki army caps, 200,000; white army caps, 10,000; khaki berets 130,000. Tender No. ORD 3/1967, bid deadline May 20. Directorate of Contracts & Purchases, Ministry of Defense, Baghdad.★ (Telephone 202-WO 7-5238).

239 Fabricated textile products

BELGIUM—Dusters, dusting cloths. Agency and direct purchase. Etablissements Chamextra (exporter, wholesaler), 37 Ave. Emile Verhaeren, Brussels 3. WTD 3/7/67.

THAILAND—Cotton, rayon, synthetic or plastic materials suitable for curtains. C.i.f. prices, catalogs requested. Direct purchase and agency. NOVO Agencies (importer, wholesaler), G.P.O. Box 410, Bangkok. WTD 9/66.

242 Sawmills, planing mills

BELGIUM—Ceiling lumber, dressed. Anc. Ets. G. Harford S.A. (importer, agent), 32 Ave. Rittweger, Machelen-lez-Brussels. WTD 3/8/67.

243 Millwork, veneer, plywood, prefabricated structural wood products

BELGIUM—Ceilings, wood, for prefabricated, pre-cut buildings. Anc. Ets. G. Hartford S.A. (importer, agent), 32 Ave. Rittweger, Machelen-lez-Brussels. WTD 3/8/67.

249 Wood products

DOMINICAN REPUBLIC—Fabricated hardboard for decoration. Direct purchase and agency. La Universal, C. por A. (retailer, importer), Avenida Duarte No. 97, Santo Domingo. WTD 3/67.

259 Furniture, fixtures

GERMANY—Window shades. Requests price quotations c.i.f. German or Dutch ports. Direct purchase and agency. Hansa Hartwaren GmbH. (wholesaler, distributor, importer), 35 Weidenbach, 5 Koeln. WTD 3/13/67.

264 Converted paper, paperboard products

FRANCE—Agglomerated fibre sheets for manufacture of masks, air filtering. Requests replies in French. Manufacture d'Articles Industriels—M.A.I. (importer, manufacturer, wholesaler), 16, rue Henri-Gautherot, 94 Gentilly. WTD 11/21/66.

JORDAN—Paper, pencils, sharpeners, carbon paper. Requests catalogs, price lists, samples where practical. The Director General, Supply, Import & Export Dept., Ministry of National Economy, Amman.

281 Industrial chemicals

● **BURMA**—Chemicals and auxiliaries required for the manufacture of textiles, 23 in all, quantities ranging from 1,000 to 109,000 lbs., packed in various size containers. Tender No. MEIC/TPG/T-2/66-67, bid deadline Apr. 8. Mgr., Chemicals & Dyes Section, Import Div., Myanma Export Import Corp., No. 577, Merchant St., Rangoon.★ (Telephone 202-WO 7-2067).

DENMARK—Industrial inorganic and organic chemicals such as non-cyclic organic chemicals of all kinds such as acetic, chloroacetic, adipic acids, etc.; solvents: amyl butyl, and ethyl alcohols and acetates; ethyl-ether, ethylene glycol-ether, carbon disulfide, and chlorinated solvents of all kinds, etc.; polyhydric alcohols of all kinds; rubber processing chemicals: accelerators, antioxidants, cyclic and acyclic etc.; plasticizers: cyclic and acyclic of all kinds; synthetic tanning agents: naphthalene sulfonic acid condensates and others; esters, amines, etc.; all kinds of inorganic chemicals such as sodium, potassium, aluminum, calcium, chromium, magnesium, mercury; compounds: alums, hydrogen peroxide, phosphates, as well as compounds of above mentioned chemical salts. Direct purchase and agency. Kobenhavns Kul & Koks Kompagni A/S (importer, wholesaler, agent, distributor), 22 Islands Brygge, Copenhagen S. Cable: Vulkankul. WTD 3/67.

GERMANY—Silver nitrate $AgNO_3$ (quality DAB 6) for the production of photographic films, photographic paper. Requests price quotations c.i.f. European ports. Turaphot GmbH. (importer), Photochemische Fabrik, Postfach 496, 516 Dueren/Rhld. WTD 3/14/67.

KOREA—Various industrial chemicals. Direct purchase and agency. Asian Brothers & Co., Ltd. (importer, exporter, sales agent), Rm. 309 New Korea Hotel Bldg., 192. 1-ka, Ulchiro, Chung-ku, Seoul. Central P.O. Box 5247 Seoul. WTD 3/67.

NETHERLANDS—Acetone, butanol, butylacetate, ethylacetate, cyclohexanone, amylacetate, toluene, xylene, dipentene, methylenechloride, methanol, monoethyleneglycols, methylethylketone, methylisobutylketone, D.B.P., D.O.P., D.I.O.P.: solid chemicals such as nickelsulphate, nickelchloride, natriumhydroxide, natriumcyanide, natriumbichromate, natriumnitrate natriumnitrite. zinc-cyanide, paradichloricbenzene. Direct purchase and agency. W. Biesterfeld & Co. (Nederland) N.V. (importer, distributor, agent, exporter, manufacturer, processor). 20 Eikenlaan or P.O. Box 41, Alphen a/d Rijn. WTD 3/67.

TAIWAN—Slime control agents for paper mill. Requests samples, price C. & F. Keelung. Direct purchase and agency. Wilson Co. Ltd. (importer, agent). P.O. Box 22933, Taipei. WTD in preparation.

● **TURKEY**—Potassium iodide, industrial quality. 50 kg. containers x 20 each: 1.100 kgr.: 5 kg. containers x 400 each: 2 000 kgr.: one kg. containers x 4000 each: 4.000 kgr. Bid deadline Apr. 6. Turkiye Kizilay Dernegi Genel Muderlugu, Ankara. (Red Crescent Assn.) Tender documents available from Modern Translation Bureau for $5.50 per copy including airmail postage. (Telephone: 202-WO 7-5498).

282 Synthetic materials

AUSTRIA—Polyethylene, PVC, other thermoplastic materials; synthetic rubber compounds, also suitable for molding shoe soles. Direct purchase and agency. Rudolf W. Klein (importer, wholesaler, distributor, agent), Baumannstrasse 6/9, A-1030 Vienna.

DENMARK—Petroleum polymer resins, related preparations. Direct purchase and agency. Kobenhavns Kul & Koks Kompagni A/S (importer, wholesaler, agent, distributor), 22 Islands Brygge, Copenhagen S. Cable: Vulkankul. WTD 3/67.

DOMINICAN REPUBLIC—Raw materials for manufacture of pharmaceutical preparations. Direct purchase and agency. Laboratorios Dr. Collado, C. por A. (manufacturer, distributor), P.O. Box 824, Santo Domingo. WTD 2/67

283 Drugs

DOMINICAN REPUBLIC—Veterinary pharmaceutical preparations. Direct purchase and agency. Alimentos Balanceados, C. por A. (importer, retailer, distributor), P.O. Box 993, Santo Domingo. WTD 2/67.

SWITZERLAND—Pet remedies. Direct purchase and agency. Adroka A.G. (manufacturer, importer, wholesaler), Nauenstrasse 63, 4002 Basel. WTD 3/67.

New developments of prescription drugs for internal medicine, heart diseases, new pharmaceutical preparations promoted to public. Direct purchase and agency. Adroka A.G. (manufacturer, importer, wholesaler), Nauenstrasse 63, 4002 Basel. WTD 3/67.

Pharmaceuticals, both ethical and popular lines. Direct purchase and agency. RTS Radio Television Service GmbH (importer, manufacturers' representative), Scheuchzerstrasse 46, 8006 Zurich. WTD 3/13/67.

THAILAND—Pharmaceutical raw material for making antibiotics. C.i.f. prices, catalogs requested. Direct purchase and agency. Charoen Bhaesaj Co., Ltd. (importer, wholesaler), 524-526 Chakrapet Rd., Bangkok. WTD 2/67.

284 Soaps, detergents, cleaning preparations, perfumes, cosmetics

BELGIUM—Automobile body polish, cleaners. Direct purchase and agency. Etablissements Chamextra (exporter, wholesaler), 37 Ave. Emile Verhaeren, Brussels 3. WTD 3/7/67.

Surface topping containing epoxy resins for industrial floors. Direct purchase and agency. Hadim S.P.R.L. (importer, agent), 71 Rue de Liedekerke, Brussells 3. WTD 2/27/67.

GERMANY—Varied shoe polishes, cleaners, liquid and paste, including shoe-white. Direct purchase and agency. Spindler & Reinberg (importer, wholesaler), 28 Bremen 1, Schulstrasse 8b. WTD in preparation.

NETHERLANDS—Special household cleansers, waxes, polishes, metal cleansers, window cleansers. P. de Gruyter & Zoon N.V. (manufacturer, importer, retailer), 14 Orthenstraat, 's-Hertogenbosch. WTD in preparation.

SWITZERLAND—Cosmetics of all kinds, new products. Direct purchase and agency. Adroka A. G. (manufactuer, importer, wholesaler), Nauenstrasse 63, 4002 Basel. WTD 3/67.

286 Gum, wood chemicals

FRANCE—Sulphate turpentine. Les Derives Resiniques & Terpeniques (producers, wholesalers, importers, exporters), 30 Rue Gambetta; 40- Dax, Landes. WTD 11/10/66.

287 Agricultural chemicals

● **SUDAN**—Swadedawa for treatment of Dura seed. The chemical should contain 25% thirum and 20% gamma benzene hexachloride; 10,960 lbs. to be packed in suitable steel drums 80 lbs. each net. The Sudan Gezira Board Supplies Dept., Barakat Headquarters, Khartoum. Bid deadline Apr. 8. Copies of tender available from the Chemicals & Allied Products Div., BDSA, U.S. Dept. of Commerce, Washington, D.C. 20230. (Telephone 202-WO 7-5498).

289 Chemical products

AUSTRIA—Chemicals for optical glass industry specializing in colored lenses with absorption qualities, e.g., cadmium sulphide. Linzer Glashuette Worf & Co., K.G. (manufacturer, importer, exporter), Kapuzinerstrasse 51, A-4010 Linz/Donau. WTD 10/5/66.

GERMANY—All types of heat insulation products for all types of heating. Cif European ports. Direct purchase and agency. TAK Rudolf Heine K.G. (agent), 4 Liebigstr., 404 Neuss. WTD 3/13/67.

PORTUGAL—Water treating compounds. Termo-Tecnica, Lda. (importer, wholesaler, sales agent), Largo de S. Juliao 12-2° Dto. Lisbon 2. WTD in preparation.

THAILAND—Printing ink. C.i.f. prices, catalogs requested. Direct purchase and agency. United Development Co., Ltd. (importer, wholesaler), 282 Silom Rd., Bangkok. WTD 1/67.

299 Products of petroleum, coal

DENMARK—Lubricating oils and greases not made in petroleum refineries. Direct purchase and agency. Kobenhavns Kul & Koks Kompagni a/s (importer, wholesaler, agent, distributor), 22 Islands Brygge, Copenhagen S. Cable: Vulkankul. WTD 3/67.

THAILAND—Greases and oils for automotive lubrication. C.i.f. Bangkok prices, brochures requested. Exclusive agency. Amorn Supplies Ltd., 286 New Rd., Bangkok. WTD 2/67.

306 Fabricated rubber products

BELGIUM—Floor and wall covering, rubber. Anc. Ets. G. Harford S.A. (importer, agent), 32 Ave. Rittweger, Machelen-lez-Brussels. WTD 3/8/67.

GERMANY—Varied rubber heels, soles for use by shoe industry. Direct purchase and agency. Spindler & Reinberg (importer, wholesaler), 28 Bremen 1, Schulstrasse 8b. WTD in preparation.

THAILAND—Plastic material for use in furniture manufacture. C.i.f. prices, catalogs requested. Direct purchase and agency. Thip Metal Co., Ltd. (importer, wholesaler, retailer), 745/8-12 Petchburi Rd., Bangkok. WTD in preparation.

307 Plastic products

BELGIUM—Containers, plastic, all kinds. Direct purchase and agency. Etablissements Chamextra (exporter, wholesaler), 37 Ave. Emile Verhaeren, Brussels 3. WTD 3/7/67.

Floor and wall tiles, plastics, for construction. Anc. Ets. G. Hartford S.A. (importer, agent), 32 Ave. Rittweger, Machelen-lez-Brussel. WTD 3/8/67.

FRANCE—Plastic sheets cellulose acetate butyrate; sizes 1x2 meters; thickness 10/15 millimeters; colorless weather-resistant basic material suitable for thermoplastic vacuum forming and fabrication of outdoor advertising panels. Price quotations desired for direct importation in lots of, minimum, one metric ton per shipment. Requests replies in French. Carol, M. (fabricator), 40 Rue des Menuts; 33- Bordeaux, Gironde. WTD 3/67.

GERMANY—Varied plastic heels and soles for use by shoe industry. Direct purchase and agency. Spindler & Reinberg (importer, wholesaler), 28 Bremen 1, Schulstrasse 8b. WTD in preparation.

NETHERLANDS—Small giveaway plastic toy novelties, inexpensive toys. P. de Gruyter & Zoon N.V. (manufacturer, importer, retailer), 14 Orthenstraat, 's-Hertogenbosch. WTD in preparation.

322 Glass, glassware

BELGIUM—Lens blanks, ophthalmic. Agency and direct purchase. Mr. Jacques Nechelput (retailer), 58 Rue Leon Houtart, Houdeng-Goegnies. WTD 3/7/67.

329 Abrasive, asbestos, nonmetallic mineral products

BELGIUM—Floor tile, asphalt. Anc. Ets. G. Harford S.A. (importer, agent), 32 Ave. Rittweger, Machelen-lez-Brussels. WTD 3/8/67.

● **BURMA**—360,000 grinding wheels suitable for grinding high speed steel, various sizes and grades; 2000 wire buffing wheels, 8" and 12" dia; 2000 jewelry stone grinding wheels, 12" dia.; and 50 wet sandstone grinding wheels, 24" dia. Tender No. MEIC/13/T-247/66-67, bid deadline Apr. 9. Manager Machinery, Equipment, Tools & Spaces -3, Myanma Export Import Corp., 577 Merchant St., Rangoon.★ (Telephone: 202-WO 7-2723).

DOMINICAN REPUBLIC—Acoustic board and tile for ceilings. Direct purchase and agency. La Universal, C. por A. (retailer, importer), Avenida Duarte No. 97, Santo Domingo. WTD 3/67.

331 Steel mill products

● **BURMA**—Tool steel and drill steel, 25 items. Tender No. 150(T) PBI/66-67, bid deadline Apr. 20. Chairman, People's Bawdwin Industry, 104 Strand Rd. (P.O. Box 801), Rangoon.★ (Telephone 202-WO 7-2363).

Pipe and fittings, galv. seamless: 82 items, including 6 items of ½" to 6" dia. pipe totalling 395,000 ft. Tender No. DPES 72/67, bid deadline Apr. 25. Director of Procurement, Defense Dept., Rangoon.★ (Telephone: 202-WO 7-2363).

IRAN—Tire chains for passenger cars, trucks, buses. Salim Moshi Haim (importers), 95 Amir Kabir Ave., Tehran. WTD 3/8/67.

PAKISTAN—Hot rolled carbon annealed mild steel strip in coil, sheared edge for manufacture of G.I. pipes in following size and quantity: 10⅝" x .128" 50 long tons; 13⅝" x .128" 50 long tons; 16⅝" x .128" 50 long tons; 19⅝" x .128" 50 long tons. Miansons Rolling Mills & Pipe Industries (steel rolling mill), G.T. Rd., Gujranwala. WTD in preparation.

● Rails: 13,000 long tons, 100 lbs. RE (AREA Standard), 42 ft. long. Tender No. PR-1/67/TR/2, bid deadline Apr. 18. Govt. of West Pakistan Railway Board. P.W.B. Headquarters, Empress Rd., Lahore. Only one copy of the tender documents may be examined in Rm. 4222 Iron & Steel Div., BDSA, Dept. of Commerce, Washington, D.C. 20230.

334 Secondary smelting, refining of nonferrous metals

THAILAND—Liquid solder in tubes suitable for use with metal or galvanized roofing. C.i.f. prices, catalogs requests. Direct purchase and agency. The Kua Hua Lim Trading & Co. (importer, wholesaler), 738-740 Wang Burapa, Bangkok. WTD 9/14/66.

342 Cutlery, handtools, general hardware

DOMINICAN REPUBLIC—Lock and locksmith wares. Direct purchase and agency. Ferreteria El Candado, C. por A. (retailer, distributor, importer), Palo Hincado 67, Santo Domingo. WTD 3/67.

GERMANY—Metalworking saw blades. Requests price quotation c.i.f. German or Dutch ports. Requests replies in German. Rudolf Oberreich (manufacturer, distributor, importer, exporter), 35 Schuetzenstrasse, Postfach 7332, 58 Hagen-Haspe. WTD 11/9/65.

NETHERLANDS—Special purpose cutlery for premium gift articles and small kitchen utensils, implements such as bean, pea openers. P. de Gruyter & Zoon N.V. (manufacturer, importer, retailer), 14 Orthenstraat, 's-Hertogenbosch. WTD in preparation.

THAILAND—Electric powered hand tools, 220 volt, AC and 50 cycle. C.i.f. prices, catalogs requested. Direct purchase and agency. The Supaphan Ltd. Partnership (importer, wholesaler), 465 Siphya Rd., Bangkok. WTD 2/67.

● Full line carpenters' (non-power) hand tools. C.i.f. prices, catalogs requested. Direct purchase and agency. Buan Hong Seng Ltd. Partnership (importer, wholesaler), 97 Lan Luang Rd., Bangkok. WTD 9/8/66.

● Full line furniture hardware. C.i.f. prices, catalogs requested. Direct purchase and agency. Thip Metal Co., Ltd. (importer, wholesaler, retailer), 745/8-12 Petchburi Rd., Bangkok. WTD in preparation.

343 Heating apparatus, plumbing fixtures

DENMARK—Plumbing fixtures, tubing of all kinds, materials; heating equipment for all purposes incl. gas, oil, stoker coal fired. Direct purchase and agency. Kobenhavns Kul & Koks Kompagni A/S (importer, wholesaler, distributor, agent), 22 Islands Brygge, Copenhagen S. Cable: Vulkankul. WTD 3/67.

344 Fabricated structural metal products

GERMANY—Components for stair and balcony balusters (railings) of metal. Requests price quotations c.i.f. German or Dutch ports. Requests replies in German. Rudolf Oberreich (manufacturer, distributor, importer, exporter), 35 Schuetzenstrasse, Postfach 7332, 58 Hagen-Haspe. WTD 11/9/65.

● Aluminum wall tiles, self adhesive. Requests price quotations c.i.f. German or Dutch ports. Direct purchase and agency representation. Hansa Hartwaren GmbH. (wholesaler, distributor, importer), 35 Weidenbach, 5 Koeln. WTD 3/13/67.

THAILAND—Aluminum screening for use in doors, windows. C.i.f. prices, catalogs requested. Direct purchase and agency. Buan Hong Seng Ltd. Partnership (importer, wholesaler), 97 Lan Luang Rd., Bangkok. WTD 9/8/66.

346 Metal stampings

THAILAND—Metal cooking utensils. C.i.f. prices, catalogs requested. Direct purchase and agency. Sethapatana Ltd. Partnership (importer, wholesaler), 309 Santiparp Lane, Nares Rd., Bangkok. WTD 1/67.

349 Fabricated metal products

NETHERLANDS—Tubes, pipes, valves, flanges, fittings, etc. for petroleum refineries and other petrochemical and chemical industries. Direct purchase and/or agency. Requests detailed descriptive literature, price lists. Staal- & Walserijproducten Eurostaal N.V. (importer, distributor, agent, exporter), 75 Coolsingel, Rotterdam-2. WTD 3/67.

● Directional valves for hydraulic equipment and installations. Direct purchase and exclusive agency representation (stockkeeping) for Europe requested. Technische Handelsonderneming N.V. Armeco (sales agent), 179 Ceintuurbaan, Amsterdam. WTD 8/19/66. Interested companies may write to Mr. T. Arentsen, Manager of N.V. Armeco, c/o U.S. Dept. of Commerce Field Office, 61st Fl. Empire State Bldg., 350 5th Ave., New York, N.Y. 10001 before Apr. 24.

351 Engines, turbines

JAMAICA—Non-automotive diesel engines, 4—20 h.p., preferably 4-cycle, suitable for mounting on 2-wheel trailer irrigation pump units; initial requirement 57 engines. Antilles Trading Co. Ltd. (importers), 2 Ashenheim Rd., Kingston 11. WTD 8/5/66.

THAILAND—Small horsepower diesel and gasoline engines. C.i.f. prices, catalogs requested. Direct purchase and agency. United Development Co., Ltd. (importer, wholesaler), 282 Silom Rd., Bangkok. WTD 1/67.

● Outboard motors. C.i.f. prices, catalogs requested. Direct purchase and agency. South East Asia Trading (Sima) Ltd. (importer, wholesaler, retailer), 1175 New Rd., Bangkok. WTD 9/66.

352 Farm machinery

THAILAND—Drill seeder. Exclusive agency required. Requests c.i.f. Bangkok prices, catalogs. Amorn Supplies Ltd. (importer, wholesaler), 286 New Rd., Near Bangkok Bridge, Bangkok. WTD 2/67.

353 Construction, mining, materials handling machinery, equipment

● **CYPRUS**—One rotary, mud circulation drilling rig, and equipment capable of drilling six inch diameter holes in excess of 3,000 ft. depth, and large diameter waterwells to shallower depths. Tender No. 19/62/8, bid deadline Apr. 29. The President Tender Board, Treasury Headquarters, Nicosia.★ (Telephone: 202-WO 7-4319).

GERMANY—Hydraulic chain hoists. Requests price quotations c.i.f. German or Dutch ports. Requests replies in German. Rudolf Oberreich (manufacturer, distributor, importer, exporter), 35 Schuetzenstrasse, Postfach 7332, 58 Hagen-Haspe. WTD 11/9/65.

● **SYRIAN ARAB REPUBLIC**—Two mobile mounted cranes, minimum lift capacity of 6 metric tons each. One of these to be mounted on a carrier or ten ton minimum capacity. Tender Number not available. Bid deadline Apr. 15. Specifications, conditions and bid forms available, cost not specified, at Lataicia Port Co., Latakia.

THAILAND—All types of earth moving equipment for use primarily in highway construction. Catalogs, prices requested. Direct purchase and agency. Italthai Industrial Co., Ltd. (importer, wholesaler), 2149 New Petchburi Rd., Bangkok. WTD 3/2/66.

Heavy duty construction machinery and road building equipment, all kinds. Exclusive agency. C.i.f. Bangkok prices, catalogs requested. Mechanical Equipment Co., Ltd. (importer), 295 Siphya Rd., P.O. Box 550, Bangkok. WTD 2/67.

354 Metalworking machinery

● **BURMA**—High Speed steel twist drills, various sizes—10,000 doz. straight shank and 1400 doz. Morse Taper shank; 5600 H.S. steel adjustable hand reamers, various sizes. Tender No. MEIC/13/T-245/66-67, bid deadline Apr. 7. Manager, Machinery, Equipment, Tools & Spaces-3, Myanma Export Import Corp., 577 Merchant St., Rangoon.★ (Telephone: 202-WO 7-2723).

GERMANY—Hand-operated portable drilling machines; hand-operated portable grinding machines; boring lathes up to 40 millimeters drilling capacity; sawing machines and cutting-off machines. Requests price quotations c.i.f. German or Dutch ports. Requests replies in German. Rudolf Oberreich (manufacturer, distributor, importer, exporter), 35 Schuetzenstrasse. Postfach 7332, 58 Hagen-Haspe. WTD 11/9/65.

● All types of tools, especially designed for metal working uses. C.i.f. European ports. Direct purchase and agency. TAK Rudolf Heine K.G. (agent), 4 Liebigstr., 404 Neuss. WTD 3/13/67.

● **INDIA**—Coil spring grinder suitable for grinding ends of four springs—40 to 300 mm. external dia.—simultaneously; spare parts, and twelve 1000 mm. dia. magnetic bonded grinding wheels. Tender No. EN/1366/163/GT, bid deadline Apr. 18. Global, Procurement, General Manager, Shell Div., Integral Coach Factory, Madras—38. Tender copies may be obtained for $2.10 per copy from the India Supply Mission, 2536 Mass. Ave., Washington, D. C. (I.S.M. Ref. No. D/ENQ/2219).

KOREA—Various types of machine tools. Direct purchase and agency. Asian Brothers & Co., Ltd. (importer, exporter, sales agent), Rm. 309 New Korea Hotel Bldg., 192 1-ka, Ulchi-ro, Chung-ku, Seoul. Central P.O. Box 5247 Seoul. WTD 3/67.

NETHERLANDS—Cutting tools for nodular cast iron piping ductile. Direct purchase and exclusive agency representation (stockkeeping) for Europe requested. Technische Handelsonderneming N.V. Armeco (sales agent), 179 Ceintuurbaan, Amsterdam. WTD 8/19/66. Interested companies may write to Mr. T. Arentsen, Manager of N.V. Armeco, c/o U.S. Dept. of Commerce Field Office, 61st Fl. Empire State Bldg., 350 5th Ave., New York, N.Y. 10001 before Apr. 24.

THAILAND—Full line printing presses. C.i.f. prices, catalogs requested. Direct purchase and agency. United Development Co., Ltd. (importer, wholesaler), 282 Silom Rd., Bangkok. WTD 1/67.

355 Special industry machinery

GUATEMALA—Medium-sized, electrical bakery machinery, equipment. Requests replies in Spanish. Panaderia "Las Victorias"—Andres Hernandez A. (manufacturer), 5a. Avenida 14-34, Zona 1, Guatemala City. WTD 3/67.

Electrical weighing and packaging machinery for dry foods, sugar, rice, beans, oats, coffee, flour, with operation capacity from one pound up to 25. Requests replies in Spanish. Veliz Reyes—Primer Centro Comercial "San Gabriel" (distributor, manufacturer), 23 Avenida 0-82, Zona 7, Guatemala City. WTD 3/67.

UGANDA—Automatic sulphonation plant for manufacture, and packaging, of detergent compounds by dosed burning of sulphur. Plant capacity to be two to three tons per day of liquid or flaked detergent. Uganda Distributing Co. (manufacturer), P.O. Box 3045, Kampala. WTD 2/67.

356 General industrial machinery

● **BURMA**—Vertical Triplex pump, 4,000 g.p.h. against 400 lbs. per square inch, 10 ft. suction lift. Skid mounted. Tender No. 4(T) MCY/FT-CAP/POI (66-67). Bid deadline May 6. Procurement Manager, People's Oil Industry, Rangoon.★ (Telephone: 202-WO 7-5589).

GERMANY—Hydraulic car jacks. Requests price quotations c.i.f. German or Dutch ports. Requests replies in German. Rudolph Oberreich (manufacturer, distributor, importer, exporter), 35 Schuetzenstrasse, Postfach 7332, 58 Hagen-Haspe. WTD 11/9/65.

NETHERLANDS—Hydraulic pumps 1,000 to 10,000 psig. Direct purchase and exclusive agency representation (stockkeeping) for Europe requested. Technische Handelsonderneming N.V. Armeco (sales agent), 179 Ceintuurbaan, Amsterdam. WTD 8/19/66. Interested companies may write to Mr. T. Arentsen, manager of N.V. Armeco c/o U.S. Dept. of Commerce Field Office, 61st Fl. Empire State Bldg., 350 5th Ave., New York, N.Y. 10001 before Apr. 24.

SWEDEN—Blowers, exhaust and ventilating fans, industrial, commercial use. Agency and direct purchase. Frigal AB (agent), Kungsgatan 38, Alingsas. WTD 3/13/67.

THAILAND—Full line of lubrication equipment, automotive. C.i.f. Bangkok prices, brochures requested. Exclusive agency. Amorn Supplies Ltd. (importer, wholesaler), 286 New Rd., Near Bangkok Bridge, Bangkok. WTD 1/67.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

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357 Office, computing, accounting machines

AUSTRIA—Business machines and equipment suitable for automation and streamlining of administrative and operational procedures; Ancillary equipment for use in connection with data processing machines; filing systems; all electrical equipment for operation on a.c. 220 V, 50 cycles. Direct purchase and agency. Hans Pressel, Buero-Organisation (importer, wholesaler, manufacturers' agent), Hermanngasse 3, A-1070 Vienna. WTD 9/12/66.

Electronic calculating, accounting, bookkeeping machines for office use. Direct purchase and agency. Kurt Mader K.G. (importer, wholesaler, manufacturers' representative), Bauernmarkt 14, A-1010 Vienna. WTD 9/12/66.

JORDAN—Calculating, accounting and adding machines, other office machines, supplies. Catalog, price lists requested. The Director General, Supply, Import & Export Dept., Ministry of National Economy, Amman.

Typewriters, duplicating machines, office furniture, all other office supplies. Catalog, price lists requested. The Director General, Supply, Import & Export Dept., Ministry of National Economy, Amman.

KOREA—Calculating machines. Direct purchase and agency. Asian Brothers & Co., Ltd. (importer, exporter, sales agent), Rm. 309 New Korea Hotel Bldg., 192 1-Ka, Ulchi-ro, Chung-ku, Seoul. Central P.O. Box 5247 Seoul. WTD 3/67.

358 Service industry machines

AUSTRALIA—Washing machines, gasoline-operated only; refrigerators, kerosene-operated only. Direct purchase and agency. W.S.T. (Sales) Pty. Ltd. (importer, exporter, agent), 22 Jamison St., Sydney, N.S.W. WTD 1/19/66.

AUSTRIA—Microwave and infrared ovens (a.c. 220 V, 50 cycles) for heating frozen prepared meals. Direct purchase and exclusive agency. Wilhelm Frank (importer, wholesaler, distributor), Grosshandlung, Zieglergasse 19, A-1072 Vienna. WTD 9/27/66.

IRELAND—Hotel and restaurant backbar call order units, stainless steel. A. H. Masser Ltd. (importing distributor), Precision Works, Kylemore Rd., Ballyfermot, Dublin. WTD in preparation.

● Cooperative and professional dry cleaning machinery. A. H. Masser Ltd. (importing distributor), Precision Works, Kylemore Rd., Ballyfermot, Dublin. WTD in preparation.

ITALY—Commercial electric juicers for restaurants, cafeterias. Alicar s.r.l. (dealer), 5/13 Via Maurolico, Rome. WTD 8/31/66.

SWEDEN—Air conditioning and humidifying equipment, accessories. Agency and direct purchase. Frigal AB (agent), Kungsgatan 38, Alingsas. WTD 3/13/67.

359 Miscellaneous machinery, except electric

NETHERLANDS—Hydraulic cylinders. Direct purchase and exclusive agency representation (stockkeeping) for Europe requested. Technische Handelsonderneming N.V. Armeco (sales agent), 179 Ceintuurbaan, Amsterdam. WTD 8/19/66. Interested companies may write to Mr. T. Arentsen, Mgr. of N.V. Armeco, c/o U.S. Dept. of Commerce Field Office, 61st Fl. Empire State Bldg., 350 5th Ave., New York, N.Y. 10001 before Apr. 24.

361 Electric transmission, distribution equipment

DOMINICAN REPUBLIC—Fuses and fuse equipment, transformers. Direct purchase and agency. Ferreteria El Candado, C. por A. (retailer, distributor, importer), Palo Hincado 67, Santo Domingo. WTD 3/67.

KOREA—All types electric transmission, distribution equipment. Direct purchase and agency. Pan Korea Machinery Co., Ltd. (sales agent), Rm. 628 Bando Bldg., 180, 1-ka, Ulchi-ro, Chung-ku, Seoul. International P.O. Box 1116 Seoul. WTD 3/67.

SWITZERLAND—Mercury switches; magnetic reed switches; micro switches; push-button switches potentiometers. Modal-Technik (importer, distributor), Auf dem Wolf 10, 4000 Basel 28. WTD 3/2/67.

363 Household appliances

GERMANY—Household humidifiers, accessories. C.i.f. European ports. Direct purchase and agency. TAK Rudolf Heine K.G. (agent), 4 Liebigstr., 404 Neuss. WTD 3/13/67.

All types of small electrical household appliances such as hand mixers. Requests price quotations c.i.f. German or Dutch ports. Direct purchase and agency. Hansa Hartwaren GmbH. (wholesaler, distributor, importer), 35 Weidenbach, 5 Koeln. WTD 3/13/67.

Laundry carts, laundry conveyors, laundry bag holders. Requests price quotations c.i.f. German or Dutch ports. Gustav Koch (wholesaler, distributor, importer), 60-62 Alteburgerstrasse, 5 Koeln. WTD 1/20/67.

IRELAND—Automatic domestic clothes washers. A. H. Masser Ltd. (importing distributor), Precision Works, Kylemore Rd., Ballyfermot, Dublin. WTD in preparation.

NETHERLANDS—Small and novel household cooking accessories for premium gift articles. P. de Gruyter & Zoon N.V. (manufacturer, importer, retailer), 14 Orthenstraat, 's-Hertogenbosch. WTD in preparation.

SWITZERLAND—Full line of electric household appliances, consumer type, such as washing machines, vacuum cleaners, electric can openers, electric scissors. Direct purchase and agency. RTS Radio Television Service GmbH. (importer, manufacturers' representative), Scheuchzerstrasse 46, 8006 Zurich. WTD 3/13/67.

THAILAND—Household laundry washers. C.i.f. prices, catalogs requested. Direct purchase and agency. United Development Co., Ltd. (importer, wholesaler), 282 Silom Rd., Bangkok. WTD 1/67.

364 Electric lighting, wiring equipment

DOMINICAN REPUBLIC—Fluorescent and incandescent fixtures for outdoor, indoor, commercial, residential use, also fitting accessories, components. Direct purchase and agency. Ferreteria El Candado, C. por A. (retailer, distributor, importer). Palo Hincado 67, Santo Domingo. WTD 3/67.

THAILAND—High and medium intensity airport runway lighting equipment; insulating transformer for airport marker lights, small connectors for transmission, distributing lines. C.i.f. prices, catalogs requested. Direct purchase and agency. Worachak Electric Supply Ltd. Partnership (importer, wholesaler, retailer), 30-32 Chakrawad Rd., Bangkok. WTD 2/67.

All calibers of electrical cable and wire for use in television, radio, and transmitting stations. C.i.f. prices, catalogs requested. Direct purchase and agency. Bangkok Electronic & Communications R.O.P. (importer, wholesaler), 23 Soi Tipvalee, Banmoh, Bangkok. WTD 12/30/66.

365 Radio, television receiving sets

KOREA—Tape recorders. Direct purchase and agency. East-West Marketing Corp. (sales agent), Rm. 502 Nam Sung Bldg., 24-14, 1-ka, Chungmu-ro, Chung-ku, Seoul. International P.O. Box 1948, Seoul. WTD 3/67.

SWITZERLAND—Household and auto radios; receivers, phonographs, record players. Direct purchase and agency. RTS Radio Television Service GmbH. (importer, manufacturers' representative), Scheuchzerstrasse 46, 8006 Zurich. WTD 3/13/67.

366 Communications equipment

● **BURMA**—Supply of manual and automatic telephone exchanges, telephone instruments and insulators. Tender No. 100/66—67, bid deadline Apr. 20. Mineral Development Corp., Procurement Dept., 243/251 36th St., Rangoon.★ (Telephone: 202-WO 7-4823).

● **KENYA**—Supply of automatic telephone exchange equipment with an initial capacity of 600 lines and an ultimate capacity of 2000 lines. Tender documents will be furnished by Crown Agents for Overseas Govts. and Admins., 4 Millbank, London, S.W. 1, to qualified registered bidders. Reference should be made to DF 4252/7 dated Mar. 6.

● **KOREA**—Supply of telephone switching equipment, telephone sets, spare parts, power units and test equipment. Tender No. KFX-7022-S, bid deadline Apr. 22.

Supply of telegraph exchange equipment. Tender No. KFX-7023-S, bid deadline Apr. 21. Office of Supply, Govt. of the Republic of Korea, Seoul.★ (Telephone: 202-WO 7-4823).

367 Electronic components, accessories

SWITZERLAND—Electronic accessories for home entertainment, such as electron tubes, receiving type, also television, capacitors, transistors, diodes, resistors. Direct purchase and agency. RTS Radio Television Service GmbH. (importer, manufacturers' representative), Scheuchzerstrasse 46, 8006 Zurich. WTD 3/13/67.

THAILAND—Electronic condensers for industrial purposes. C.i.f. prices, catalogs requested. Direct purchase and agency. Vivat & Partners Ltd. (importer, wholesaler), 685-689 Siphya Rd., Bangkok. WTD in preparation.

Full line radio, television components for repair purposes. C.i.f. prices, catalogs requested. Bangkok Electronic & Communications R.O.P. (importer, wholesaler), 23 Soi Tipavalee, Ban Moh, Bangkok. WTD 12/30/66.

371 Motor vehicles, motor vehicle equipment

THAILAND—Wheel balance and alignment machines. Exclusive agency required. C.i.f. Bangkok prices, catalogs requested. Amorn Supplies Ltd. (importer, wholesaler), 286 New Rd., Near Bangkok Bridge, Bangkok. WTD 2/67.

Hydraulic hose, fittings. C.i.f. prices, catalogs. Direct purchase and agency. Siam Mercantile (1960) Ltd. (importer, wholesaler), 117-117/1 Suriwongse Rd., Bangkok. WTD 2/67.

381 Engineering, laboratory, scientific, research instruments

AUSTRIA—Apparatus and equipment for industrial, scientific laboratories, including instruments measuring pressure, temperature, velocity. Direct purchase and agency. Hans Fischer, Labor-u. Industriebedarf (importer, wholesaler, manufacturers' representative), Templstrasse 5, A-6020 Innsbruck. WTD 3/67.

● **IRAN**—Supply of laboratory electric tube furnace for determination of melting point of refractory materials, complete with all accessories. Tender No. A/4370, bid deadline May 22. The Steel Corp. of Iran (SCI), 35 Forsat Ave., Tehran.★ (Telephone: 202-WO 7-2939).

KOREA—Various types of scientific, laboratory instruments. Direct purchase and agency. East-West Marketing Corporation (sales agent), Rm. 502 Nam Sung Bldg., 24-14, 1-ka, Chungmu-ro, Chung-ku, Seoul. International P.O. Box 1948 Seoul. WTD 3/67.

SWEDEN—Wind, humidity, temperature indicating and recording instruments. Agency and direct purchase. Frigal AB (agent) Kungsgatan 38, Alingsas. WTD 3/13/67.

382 Instruments for measuring, controlling, indicating physical characteristics

● **PAKISTAN**—Supply of 26 units of instruments and equipment of various quantities for testing cement and concrete. Tender No. S-12/356/66-67, bid deadline Apr. 24. Directorate of Supply, Govt. of East Pakistan, 48 Motijheel Commercial Area, Dacca 2.★ (Telephone: 202-WO 7-2939).

384 Surgical, medical, dental instruments

● **SYRIA**—Supply of 50 dust masks having a high proportion of silicon to be used by workers in basaltic stone crushers. Tender No. 37, bid deadline Apr. 10. Correspondence preferred in French or English. Chemins de Fer Syriens, Service des Construction, Enquete No. 37, P.O. Box 1107, Aleppo.★ (Telephone: 202-WO 7-2939).

385 Ophthalmic goods

BELGIUM—Lenses, ophthalmic. Direct purchase and agency. Mr. Jacques Nechelput (retailer), 58 Rue Leon Houtart, Houdeng-Goegnies. WTD 3/7/67.

Ophthalmic frames, metal and non metal. Agency and direct purchase. Mr. Jacques Nechelput (retailer), 58 Rue Leon Houtart, Houdeng-Goegnies. WTD 3/7/67.

386 Photographic equipment

KOREA—Overhead and opaque projectors. Direct purchase and agency. East-West Marketing Corp. (sales agent), Rm. 502 Nam Sung Bldg., 24-14, 1-ka, Chungmu-ro, Chung-ku, Seoul. International P.O. Box 1948 Seoul. WTD 3/67.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 247-0311.

ANCHORAGE, ALASKA, 99501, 306 Loussac-Sogn Building. Area Code 907 Tel. 272-6331.

ATLANTA, GA., 30303, 4th Floor, Home Savings Building, 75 Forsyth St., N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. Plaza 2-8460.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 South 20th St. Area Code 205 Tel. 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. CA 3-2312

BUFFALO, N.Y., 14203, 504 Federal Building, 117 Ellicott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S. C., 29403, Federal Building—Suite 631, 334 Meeting St. Area Code 803 Tel. 747-4171.

CHARLESTON, W. VA., 25301, 3002 New Federal Office Building, 500 Quarrier St. Area Code 304 Tel. 343-6196.

CHEYENNE, WYO., 82001, 6022 Federal Building, 2120 Capitol Ave. Area Code 307 Tel. 634-5920.

CHICAGO, ILL., 60604, 1486 New Federal Building, 219 South Dearborn St. Area Code 312 Tel. 353-4400.

CINCINNATI, OHIO, 45202, 8028 Federal Office Building, 550 Main St. Area Code 513 Tel. 684-2944.

CLEVELAND, OHIO, 44101, 4th Floor, Federal Reserve Bank Building, East 6th St. and Superior Ave. Area Code 216 Tel. 241-7900.

DALLAS, TEX., 75202, Room 1200, 1114 Commerce St. Area Code 214 Tel. Riverside 9-3287.

DENVER, COLO., 80202, 16407 Federal Building, 20th and Stout Sts. Area Code 303 Tel. 297-3246.

DES MOINES, IOWA, 50309, 1216 Paramount Building, 509 Grand Ave. Area Code 515 Tel. 284-4222.

DETROIT, MICH., 48226, 445 Federal Building. Area Code 313 Tel. 226-6088.

GREENSBORO, N. C., 27402, 412 U.S. Post Office Building. Area Code 919 Tel. 275-9111.

HARTFORD, CONN., 06103, 18 Asylum St. Area Code 203 Tel. 244-3530.

HONOLULU, HAWAII, 96813, 202 International Savings Building, 1022 Bethel St. Tel. 588-977.

HOUSTON, TEX., 77002, 5102 Federal Building, 515 Rusk Ave. Area Code 713 Tel. 228-0611.

JACKSONVILLE, FLA., 32202, 512 Greenleaf Building, 208 Laura St. Area Code 904 Tel. 354-7111.

KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Area Code 816 Tel. FR 4-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Building, 1031 South Broadway. Area Code 213 Tel. 688-2833.

MEMPHIS, TENN., 38103, 345 Federal Office Building, 167 North Main St. Area Code 901 Tel. 534-3214.

MIAMI, FLA., 33130, 928 Federal Office Building, 51 S.W. First Ave. Area Code 305 Tel. 350-5267.

MILWAUKEE, WIS., 53203, Straus Building, 238 West Wisconsin Ave. Area Code 414 Tel. BR 2-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Building, 110 South Fourth St. Area Code 612 Tel. 334-2133.

NEW ORLEANS, LA., 70130, 909 Federal Office Building, South, 610 South St. Area Code 504 Tel. 527-6546.

NEW YORK, N. Y., 10001, 61st Floor, Empire State Building, 350 Fifth Ave. Area Code 212 Tel. Longacre 3-3377.

PHILADELPHIA, PA., 19107, Jefferson Building, 1015 Chestnut St. Area Code 215 Tel. 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Building, 230 North First Ave. Area Code 602 Tel. 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Building, 1000 Liberty Ave. Area Code 412 Tel. 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.

RENO, NEV., 89502, 2028 Federal Building, 300 Booth St. Area Code 702 Tel. 784-5203.

RICHMOND, VA., 23240, 2105 Federal Building, 400 North 8th St. Area Code 703 Tel. 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Building, 1520 Market St. Area Code 314 Tel. MA 2-4243.

SALT LAKE CITY, UTAH, 84111, 3235 Federal Building, 125 South State St. Area Code 801 Tel. 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Building, Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.

SANTURCE, P. R., 00907, Room 628, 605 Condado Ave. Phone: 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Building, 125-29 Bull St. Area Code 912 Tel. 232-4321.

SEATTLE, WASH., 98104, 809 Federal Office Building, 909 First Ave. Area Code 206 Tel. 583-5615.

Photocopy equipment. Direct purchase and agency. Asian Brothers & Co., Ltd. (importer, exporter, sales agent), Rm. 309 New Korea Hotel Bldg., 192, 1-ka, Ulchi-ro, Chung-ku, Seoul. Central P.O. Box 5247 Seoul. WTD 3/67.

394 Toys, amusements, sporting goods

ECUADOR—All types of fishing rods, lines, flies, hooks, related supplies for lake and river trout angling. Illustrated catalogs, prices requested with offers. Direct purchase and agency. Requests replies in Spanish. Ing. Franco Dirani (importer, retailer, wholesaler), P.O. Box 111, Quito. WTD in preparation.

NETHERLANDS—Children's toys not involving English language, new and inexpensive outdoor sporting goods e.g. fishing accessories, camping novelties, accessories. P. de Gruyter & Zoon N.V. (manufacturer, importer, retailer, 14 Orthenstraat, 's-Hertogenbosch. WTD in preparation.

SWITZERLAND—Mechanical toys; hobby kits. Direct purchase and agency. Waldmeier & Co. A.G. (importer, wholesaler), 30 Auf dem Wolf, 4052 Basel. WTD 2/67.

THAILAND—Full line water sports equipment. C.i.f. prices, catalogs requested. Direct purchase and agency. South East Asia Trading (Siam) Ltd. (importer, wholesaler), 1175 New Rd., Bangkok. WTD 9/66.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subsidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

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396 Costume jewelry, novelties, buttons, notions

AUSTRALIA—All types of fashionable trimmings suitable for ladies' outerwear, including but not limited to buttons, jewelled trimmings. Direct purchase and agency. H. A. Bachrach Pty. Ltd. (importer, distributor), 192 Castlereagh St., Sydney, N.S.W.—Attn: Mrs. G. Lehr. WTD 3/67.

399 Manufacturing industries

AUSTRIA—Various types of equipment and supplies, such as special tieing, strapping, and other fastening materials and apparatus for use in packaging rooms primarily handling paper wrappings and paper containers. Wilhelmine Bieber OHG (importer, wholesaler), Blumauergasse 1, A-1020 Vienna. WTD 1/67.

BELGIUM—Floor covering, asphalt-felt base and supported plastic. Anc. Ets. G. Hartford S.A. (importer, agent), 32 Ave. Rittwegr, Machelen-lez-Brussels. WTD 3/8/67.

504 Groceries

ENGLAND—Puerto Rican yams. Morrisco (H & T) Ltd. (retailers), 36/37 Produce Exchange Bldg., Victoria St., Liverpool 2. WTD in preparation.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

011 Field crop farms

TAIWAN—Wheat, cotton, soybean. China United Mercantile Co., Ltd. (importer, agent), P.O. Box 481, Taipei. WTD 6/15/66.

201 Meat products

ITALY—Canned, frozen meats for supermarkets. V. & F. Mattia (distributors), International Business Relations' Org., Via Lorenteggio 26/1, Milan. WTD 1/67.

202 Dairy products

ITALY—Butter, packaged for retail distribution. V. & F. Mattia, International Business Relations Org. (distributor), Via Lorenteggio 26/1, Milan. WTD 1/67.

203 Canning, preserving foods

ITALY—Canned vegetables, fruits, jams, jellies; frozen fish, fruits, vegetables; mustard in packages for retail distribution and portioned for hotel use. V. & F. Mattia (distributor), Via Lorenteggio 26/1, Milan. WTD 1/67.

211 Cigarettes

DENMARK—Cigarettes. Harald Halberg (manufacturer, wholesaler, distributor), Cigar- & Tobaksfabrik, 20 Mollergade, Svendborg, Funen. Cable: Halberg, Svendborg. WTD 3/67.

212 Cigars

DENMARK—Cigars, cigarillos, cheroots. Harald Halberg (manufacturer, wholesaler, distributor), Cigar- & Tobaksfabrik, 20 Mollergade, Svendborg, Funen. Cable: Halberg, Svendborg. WTD 3/67.

213 Tobacco (chewing, smoking), snuff

DENMARK—Pipe (Shag) Tobacco. Harald Halberg (manufacturer, wholesaler, distributor), Cigar- & Tobaksfabrik, 20 Mollergade, Svendborg, Funen. Cable: Halberg, Svendborg. WTD 3/67.

259 Furniture, fixtures

THAILAND—Occasional furniture. Exclusive agency. CIF Bangkok prices, catalogs requested. Aik Hong Co., Ltd. (importer, wholesaler), 672-6 Samyek, New Rd., Bangkok. WTD 7/6/66.

261 Pulp mills

BELGIUM—Miscellaneous pulp mill products. Agency for Benelux. Produits Chimiques V. Marcoux (agent), 4-10 Rue du Dobbelenberg, Haren-Brussels 13. WTD 2/27/67.

281 Industrial chemicals

BELGIUM—Special alpha, dissolving products for paper making, chemical industry. Agency for Benelux Countries. Produits Chimiques V. Marcoux (agent), 4-10 Rue du Dobbelenberg, Haren-Brussels 13. WTD 2/27/67.

PAKISTAN—Chemicals for use in treatment of water. Request catalogs, quotations, C. & F., Karachi. Industrial Contracting and Trading Co. (importer), 13 Gulshan Terrace, Bunder Rd., Karachi. WTD 11/14/66.

282 Synthetic materials

BELGIUM—Raw materials for plastic making. Agency for Benelux countries. Produits Chimiques V. Marcoux (agent), 4-10 Rue du Dobbelenberg, Haren-Brussels 13. WTD 2/27/67.

285 Paints, varnishes, lacquers, enamels

BELGIUM—Pigments, other raw materials for paint making industry. Agency for Benelux countries. Produits Chimiques V. Marcoux (agent), 4-10 Rue du Dobbelenberg, Haren-Brussels 13. WTD 2/27/67.

301 Tires, tubes

NICARAGUA—Tires, tubes, various types, sizes. Exclusive agency. Requests replies in Spanish. Comercial Internacional S.A. (importer, exporter, wholesaler, retailer), Apartado Postal 736, Managua. WTD 3/14/67.

306 Fabricated rubber products

BELGIUM—Raw materials for rubber industry. Produits Chimiques V. Marcoux (agent), 4-10 Rue du Dobbelenberg, Haren-Brussels 13. WTD 2/27/67.

307 Plastic products

AUSTRALIA—Vinyl floor coverings. Eric H. Cantor (importer, wholesaler), 70 Warraroong St., Beverly Hills, N.S.W. WTD 2/67.

331 Steel mill products

TAIWAN—Tinplates, all types. China United Mercantile Co., Ltd. (importer, agent), P.O. Box 481, Taipei. WTD 6/15/66.

342 Cutlery, handtools, general hardware

FRANCE—Marine hardware, accessories, supplies, including link-chains; hinges; clamps; chain-fittings; wire ropes; hooks; bolts, nuts; non-ferrous fastenings; switches; other articles; industrial hardware. Requests replies in French. Robert Amiand (dealer, sales agent), Boite Postale No. 66; Usine de la Garliere; 85-Sables d'Olonne, Vendee. WTD 3/67.

343 Heating apparatus, plumbing fixtures

BELGIUM—Incinerators, industrial, paper waste. Sidim S.C. (agent), 4 Rue Gosuin, Wanze. WTD 3/7/67.

344 Fabricated structural metal products

BELGIUM—Hoods, range kitchen, sheet metal. Mr. Camille Fieremans (agent), 9 Rue Henri Meuwis, Ganshoren-Brussels. WTD 3/9/67.

351 Engines, turbines

FRANCE—Marine engines and motors, diesel, other types, marine generator sets including light and heavy-duty equipment for fishing-crafts, yachts, pleasure boats; replacement parts and services accessories of all categories. Requests replies in French. Robert Amiand (dealer, sales agent), Boite Postale No. 66; Usine de la Garliere; 85- Sables d'Olonne, Vendee. WTD 3/67.

352 Farm machinery

VENEZUELA—Agricultural machinery, tractors, tractor attachments. Universal Impex Agencies, Ltd. (commission merchant), No. 3-C-24 Calle 72, Maracaibo, Estado Zulia, or: Apartado 1339, Maracaibo, Estado Zulia. WTD 11/4/66.

354 Metalworking machinery

GERMANY—Medium and heavy duty metal working machines, formers, cutters, grinders. Joe Hauf, Industrievertretungen (agent), 18 Wilhelm Raabestrasse, 4 Duesseldorf. WTD 2/28/67.

355 Special industry machinery

BELGIUM—Cement making machinery, all kinds. Fonderies Magotteaux S.A. (foundry), Vaux-sous-Chevremont (Liege). WTD 2/27/67.

Grinding cylinder, related machinery for preparing raw material for plastic, paper, rubber, textile, flour, paint, confectionery industries. Sidim S.C. (agent), 4 Rue Gosuin, Wanze. WTD 3/7/67.

VENEZUELA—Dairy and milk processing plant equipment. Universal Impex Agencies, Ltd. (commission merchant), No. 3-C-24 Calle 72, Maracaibo, Estado Zulia, or: Apartado 1339, Maracaibo, Estado Zulia. WTD 11/4/66.

358 Service industry machines

AUSTRALIA—Water desalinization systems, equipment. Visa Pty., Ltd. (importer, wholesaler, retailers), 70 William St., Sydney, N.S.W. WTD. 5/3/66.

ITALY—Refrigerated display cases and glass top merchandisers for supermarkets; fountains for bars with chocolate & syrup pumps. V. & F. Mattia, International Business Relations' Org. (distributor), Via Lorenteggio 26/1, Milan. WTD 1/67.

Potato peelers and cutters, ham slicers, glass & dish washers for institutions. V. & F. Mattia (distributor), Via Lorenteggio 26/1, Milano. WTD 1/67.

NETHERLANDS—Refrigerated display cabinets for self service stores and supermarkets, especially vertical display merchandisers with glass doors; larger cooling and refrigeration cells and cases for food storage. Exclusive agency. N. V. Koeltechnisch Bureau Engelen-Heere (manufacturer, importer, distributor), 57 Teilingerstraat, Rotterdam. WTD in preparation. Address all correspondence to: Mr. E. van Kapel.

364 Electric lighting, wiring equipment

HONG KONG—Indoor, residential electrical lighting fixture, decorative lamps. The Anchee Co. (importer, wholesaler, agent, exporter), G.P.O. Box 13345. Cable: ANJEX. WTD 12/30/66.

THAILAND—Light fixtures for residences. Exclusive agency. Requests CIF Bangkok prices, catalogs. Aik Hong Co., Ltd., (importer, wholesaler), 672-6 Samyek, New Rd., Bangkok. WTD 7/6/66.

365 Radio, television receiving sets

GERMANY—Audio amplifiers for home use, public entertainment, stereo components. FHS Piezo Elektrische Werkstaetten GmbH. (manufacturer, exporter), 30 Wevelinghoven, 4051 Hinsbeck. WTD 3/1/67.

366 Communication equipment

PAKISTAN—Transmitters, receivers, radio, microwave. Requests catalogs, quotations, C. & F., Karachi. Industrial Contracting and Trading Company (importer), 13 Gulshan Terrace, Bunder Road, Karachi. WTD 11/14/66.

Telephone sets with built-in amplifiers, speakers. Requests catalogs, quotations, C. & F., Karachi. Radio Traders (importer), Wahab Mansion, Frere Rd., P.O. Box No. 7504, Karachi. WTD 2/67.

369 Electrical machinery, equipment, supplies

AUSTRIA—Equipment for automation of certain hospital services, labor-saving equipment for installation in hospitals, such as data-recording control equipment and automatically operating central hospital offices. Equipment must be wired for 3-phase, 4-wire 220/380 Volt, 50-cycle system. F. Reiner & Co. (importer, manufacturer), Lindengasse 62, A-1070, Vienna. WTD 3/24/66.

372 Aircraft, parts

FRANCE—Aircraft parts, such as hydraulic accumulators, actuators, brakes, electric conduits, oil and air coolers, dampeners, direction detectors, filters, pumps, towing equipment, control, hydraulic and pneumatic valves, wheels, aerospace parts. Pierre Ratelet (importer, agent), 1, rue Felix Faure, 95 Enghien-les-Bains (Val d'Oise). WTD 1/67.

381 Engineering, laboratory, scientific, research instruments

FRANCE—Aircraft flight instruments, such as altimeters, compasses, flight control systems, airspeed and mach indicators, rate of climb indicators, turn and bank indicators, gyro instruments, automatic pilots, periscope sextants. Pierre Ratelet (importer, agent), 1, rue Felix Faure, Enghien-les-Bains (Val d'Oise-95). WTD 1/67.

382 Instruments for measuring, controlling, indicating physical characteristics

FRANCE—Industrial process instruments, such as abrasion testing instruments, bi-metallic elements, combination recorder-controller, flow instruments, pressure gauges, vacuum gauges, temperature instruments, tensiometers, hardness testing equipment, thermostats, torsion meters, viscosimeters. Pierre Ratelet (importer, agent), 1, rue Felix Faure, 95 Enghien-les-Bains (Val d'Oise). WTD 1/67.

Choice of language

Some people—about seven-eighths of them—just do not understand English.

So when you answer an advertiser in these pages who requests replies in his own language oblige him *and* yourself.

Ask the Department of Commerce Field Office for advice.

396 Costume jewelry, novelties, buttons, notions

THAILAND—Full line costume jewelry. CIF prices, samples, catalogs requested. Exclusive agency. Pramuan Sarn Book Center (importer, wholesaler), Chalerm Khetr Theater, Yodse, Bangkok. WTD 9/1/66.

399 Manufacturing industries

DENMARK—Cigarette lighters, butane and non-butane, novelties within the field of tobacconist's articles. Harald Halberg (manufacturer, wholesaler, distributor), Cigar- & Tobaksfabrik, 20 Mollergade, Svendborg, Funen. Cable: HALBERG, Svendborg. WTD 3/67.

739 Business services

MALAYSIA—Exclusive purchasing agent, preferably located in California or New York for American or imported wild and cultivated ginseng, approximately 1,000 lbs. per month. Yong Fong Thai (importer, retailer, wholesaler, indent agent), 76 Petaling Street, Kuala Lumpur. WTD 6/3/66.

Leads for Importers

Commodities are offered direct unless specified

103 Lead, zinc, ore

MALAYSIA—Galena. Kwong Fatt Co. (commission merchant, indent agent), 17A Northam St., Penang. WTD 10/13/66.

144 Sand, gravel

MALAYSIA—Silica sand for glass industries, approximately 30,000 tons per month. Kwong Fatt Co. (commission merchants, indent agent), 17A Northam St., Penang. WTD 10/13/66.

230 Apparel

MALAYSIA—Ready-made men's, women's, children's garments made from bakit material; novelty clothing items. Designs Malaysia (manufacturer, exporter), Penang, Penang. WTD 3/67.

232 Men's, youths', boys' furnishings, work clothing

MALAYSIA—Neckties for men, boys, children. Designs Malaysia (manufacturer, exporter), Penang, Penang. WTD 3/67.

242 Sawmills, planing mills

MALAYSIA—Malayan timber; logs, sawn lumber. Chin Hua Sawmills Co. Ltd. (manufacturer, exporter, wholesaler, retailer), 1st flr., Chin Hua Bldg., Jalan To'Hakim, P.O. Box 118, Kota Bahru, Kelantan. WTD 3/67.

286 Gum, wood chemicals

FRANCE—Terpene products of all categories. Les Derives Resiniques & Terpeniques (producers, wholesalers), 30 Rue Gambetta; 40-Dax, Landes. WTD 11/10/66.

352 Farm machinery

FRANCE—Farm machinery, agricultural implements, spare and replacement parts, principally mechanical reapers and mowing machines, including tractor-mounted units of new type, automatic, operated with independent hydraulic hoist, and attachments. Illustrated leaflets in French available on loan basis from Trade Opportunities Staff, BDSA-624, Rm. 4203, U.S. Dept. of Commerce, Washington, D.C. 20230. Portejoie, Brunet & Lavaud (Ets.) (manufacturers), 86-Civray, Vienne. WTD 2/67.

385 Ophthalmic goods

AUSTRIA—Colored lenses, special colors, blown or surfaced; precision bifocal lenses with barium buttons. Direct sale and agency. Linzer Glashuette Worf & Co., K.G. (manufacturer, exporter, importer), Kapuzinerstrasse 51, A-4010 Linz/Donau. WTD 10/5/66.

398 Manufacturing industries

KOREA—Mink hair eyelashes. Young In Ind. Co., Ltd., Rm. 207 Chonduk Bldg., 33, 2-ka, Taepyong-ro, Chung-ku, Seoul. International P.O. Box 2890 Seoul. WTD in preparation.

509 Wholesalers

SENEGAL—Birds, monkeys and snakes of type found in West Africa. Complete price list furnished upon request. Requests replies in French. Oisellerie du Point d'Eau (exporter, wholesaler), Km 12,3 Route de Rufisque, B.P. 754, Dakar. WTD 6/10/66.

New Trade Lists

The Bureau of International Commerce has published the following new trade lists of which mimeographed copies may be obtained by firms domiciled in the United States from BIC-916, U.S. Department of Commerce, Washington, D.C. 20230, and from Department of Commerce Field Offices. The price is $1 a list for each country. All are dated March.

Clothing Manufacturers—Austria.
Fertilizers—Importers, Dealers, Manufacturers and Exporters—Trinidad and Tobago.
Furniture—Importers and Dealers—Venezuela.
Hides, Skins and Furs—Importers, Dealers, and Exporters—Norway.
Mining Companies and Exporters of Ores—Italy.
Paints, Varnishes and Pigments—Importers, Dealers and Manufacturers—Bolivia.
Paints, Varnishes and Pigments—Importers, Dealers and Manufacturers—France.
Sporting Goods, Toys and Games—Importers and Dealers—Spain.

Future Construction

For maximum assistance to those interested in overseas construction projects, U.S. Foreign Service officers report them as soon as possible, often in early planning stages. Some may not reach completion as originally proposed. In such cases additional information is published as it is obtained.

DOMINICAN REPUBLIC—The Inter-American Bank has announced the approval of a loan equivalent to $2,950,000 to the Dominican Republic to **help expand and improve the water supply system and build sewage facilities for Puerto Plata,** a port on the northern coast. The project, which will also benefit two nearby communities, will be carried out by the Instituto Nacional de Aguas Potables y Alcantarillados, a public agency responsible for the nation's water supply and sewage services. The total cost of the project is $4,150,000, of which the Bank will finance 72% and local sources the remainder.

The project calls for construction of intake facilities at the Sosua River; a 14 mile conduit which will be interconnected with an existing line to improve the supply to the communities of Sosua and Montellano; a pumping station and storage tank; expansion of the distribution network by 25 miles and installation of 4,000 meters. The sewage project calls for construction of main and secondary interceptors, and of a submarine outfall or a primary treatment plant, depending on the results of ocean current studies.

EAST AFRICA—The World Bank has made a loan equivalent to $13 million for the **improvement and expansion of telephone and telegraph services in Kenya, Tanzania and Uganda.** The loan will cover half the cost of a five-year program (1966-70) being carried out by the East African Posts & Telecommunications Admin. (EAPT), which operates postal and telecommunications services in the three countries.

Kenya, Tanzania and Uganda have a total population of some 25 million and a land area as large as France and Spain combined. The considerable distances between the capital cities and other population centers make efficient telecommunications particularly important, both to facilitate government administration and to meet requirements of the countries' growing trade and commerce. The EAPT is a financially self-supporting organization, owned jointly by Kenya, Tanzania and Uganda. It functions under the broad direction and control of the East African Common Services Authority, an intergovernmental body which consists of the Chief Executives of Kenya, Tanzania and Uganda. The Bank loan was made to the Authority and was guaranteed jointly and severally by the Republic of Kenya, the United Republic of Tanzania and the State of Uganda. The loan is for a term of 25 years and bears interest at the rate of 6% per annum.

GREECE—The Government of Greece has decided to construct **a 100,000 seat Olympic Stadium in Athens.** The target date for completion of this project is Sept. 1969, so that the stadium will be available for the Pan-European Athletic Games that year. A project survey has been prepared by a British firm. Offers for construction and financing, based on this survey, will be invited through an international tender to be issued in Apr. The cost of the project, including the supporting installations, is estimated at $35-$40 million.

The British firm Mayfair Engineering & Electronics was commissioned by the Greek Govt. in 1966 to prepare a final survey for a 100,000 seat Olympic stadium. That survey, which has been accepted by the Government, provides for construction of the stadium in two phases, the first phase to cost an estimated $20 million.

The principal feature of this project is that the contractor fully finance the construction. However, the debt will be guaranteed by the Greek Govt.

KOREA—A copy of the **Summary Description of Projects Requiring Foreign Loans and Investments under the Second Five-Year Economic Development Plan,** dated Feb. 16 and prepared by the Economic Planning Board of the Govt. of Korea, is available on loan from the Trade Opportunities Staff, BDSA-624, U.S. Dept. of Commerce, Washington, D.C. 20230 (Tel. 202-WO 7-4674). This pamphlet lists specific projects in the agricultural, fisheries, mining and manufacturing sectors for which the Korean Government requires foreign support. The estimated foreign currency costs are shown, together with a brief description of the project (the estimated local currency costs are not shown). This pamphlet may be helpful as a guide to U.S. businessmen interested in opportunities for investing, selling techniques, services or products.

A 67-page summary of the entire development plan can be obtained without charge by writing to Office of Investment Promotion, Economic Planning Board, 82 Sejong-ro, Chongro-ku, Seoul. The Office of International Regional Economics, U.S. Dept. of Commerce has a copy of the entire plan for review only.

PAKISTAN—The Pakistan press recently reported that the West Pakistan Industrial Development Corp. (WPIDC), P.I.D.C. House, Kutchery Rd., Karachi, has prepared and forwarded to the Govt. of West Pakistan for examination a **master plan for establishing a steel mill at Kalabagh.** The plan calls for a phased project costing a total of Rs 140 crore ($292 million). No information was given on foreign exchange requirements.

The proposed plant would have an annual capacity of 500,000 tons of steel and would use iron ore indigenous to the area. Proven reserves in the area are said to be approximately 125 million tons of ore having an iron content of 32%. This ore is sufficient to meet the entire requirement of the proposed mill.

The published report also stated that adequate quantities of limestone, silica sand and clay had been discovered for use in the mill. No mention was made of coal and coke sources.

PARAGUAY—A $225,000 loan to Paraguay for studies to **expand output of a hydroelectric plant for domestic consumption as well as for export to the neighboring areas in Argentina and Brazil** has been announced by the Inter-American Bank. The loan —the first approved by the Bank from its Preinvestment Fund for Latin American Integration created in 1966—was made to the Administracion Nacional de Electricidad (ANDE), Paraguay's electric power authority.

The proceeds of the loan will help finance feasibility studies to expand the Acaray river hydroelectric plant, which is currently under construction 195 miles east of Asuncion. The total cost of the studies will be $270,000. The Bank provided technical assistance for the planning stages of the project and is helping finance its first 45,000 kw phase with a $14.2 million loan.

The proposed studies will analyze requirements to raise the plant's capacity to 135,000 kw and thus enable ANDE to further expand supply to the Asuncion area, provide electricity to rural areas, and export power to bordering zones in Argentina and Brazil. The latter includes part of Parana State, Brazil's most important coffee producer, and the Argentine Province of Misiones, a tea and mate producing zone rich in lumber resources and wedged between Paraguay and Brazil.

On the basis of these studies, designs will be drawn up for the dam and reservoir, auxiliary installations, reduction works, the power house and the transmission system.

SOUTH AMERICA—The Inter-American Development Bank has announced the completion of a **study carried out by a consulting firm outlining basic requirements for improving and expanding telecommunications systems in South America.** The study recommends the execution of a ten year, $2.6 billion effort to raise terrestrial telecommunications systems to acceptable standards in ten South American countries: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela. It also suggests an additional investment of $50 million to provide seven of these countries with ground stations which would eventually link their national systems to satellites for intra-regional and overseas communications.

Page Communications Engineers, Inc., of Washington, D.C., conducted the study which surveyed existing telecommunications facilities in the ten countries, including telephone, radio, overland and underground cable systems, and analyzed present national and regional plans and proposals to improve them.

YUGOSLAVIA—The World Bank has made a loan equivalent to $10 million in Yugoslavia to assist in financing **completion of the highway which extends from Opuzen on the Adriatic Coast to Zupanja about 100 miles west of Belgrade,** connecting the Adriatic and Central Highways.

The project consists of the construction, reconstruction or improvement of nine road sections totaling 77 miles, including the construction of some tunnels and the widening of several bridges. The first five sections are located in the south between Opuzen and Josanica; two of these are bypasses around Mostar and Sarajevo, and three involve some new construction, realignment and widening. The remaining four sections, totaling 47 miles and located in the north between Sicki Brod and Zupanja, will comprise new construction on a new alignment.

Construction work on the nine sections will be performed by prequalified contractors under unit price contracts awarded following international competitive bidding. For the purposes of bidding, road sections will be grouped into larger contracts to make them more attractive to foreign contractors. All sections are scheduled for completion early in 1969, at a total estimated cost equivalent to $19.5 million.

The Bank loan will provide $10 million of this total; the remainder will be covered by the Federal Government and the Republics of Bosnia-Hercegovina and Croatia.

ZAMBIA—Tenders have been announced for **Stage I development of the Siankondobo coal field** in the Gwembe District of Zambia's Southern Province which will consist of the preliminary stripping of overburden and cast mining. Production is to begin in July with a production target of 75,000 short tons per month.

Although American firms will not be able to participate in the Stage I project, due to the Mar. 11 closing date, potentially interested firms should anticipate a series of tenders being open for bidding within the coming 12 months for various parts of the Stage II development. Stage I is intended to run for only two years, and constitute only initial development of the coal deposits. Stage II will be for 10 years and will be the major development program.

Tenders will be requested, on an international basis, for the following four projects between Sept. 1967 and Mar. 1968. Actual production of coal from Stage II developments are to begin in July 1968 and will call for 70,000 short tons production during the first month. The Stage II development will consist of a Washing-Beneficiation Plant, a fifteen mile ropeway to carry coal up an escarpment to a rail terminus, an open cast mining development (on long-term basis) and on underground mining development.

As soon as tender documents for the above projects are released, they will be forwarded to the Dept. of Commerce and published.

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

AUSTRALIA—John L. Kemp, Florapak Plastics Pty. Ltd., 41 Ricketts Rd., Notting Hill, Victoria, **interested in contacting U.S. manufacturers of packagings, packaging raw materials.** Mar. 23 via San Francisco for 4-5 weeks. c/o Californian hotel, Taylor & O'Farrell Sts., San Francisco, Calif. 94101. Itinerary: Los Angeles, New York. WTD in preparation.

BRAZIL—Joao Da Silva Cunha, Newton Correia Vieira, and Dilermando Guedes Cabral, representing Cimentos do Brasil S/A (CIBRASA) and Cia. Amazonia Textil de Aniagem (CATA), Rua do Arsenal 138, Belem, Para, **interested in selling common Portland cement and yarns, fabrics, bags of jute and malva fibers,** and requesting technical information on new methods of manufacturing hydraulic cement, new methods and equip. for exploration of talcum and kaolin, equip. for beer industry. Mar. 26 via New York for 12 days. c/o Luso Sales Corp., 7th fl., 10 W. 36th St., New York, N.Y. 10018. Itinerary: New York, Boston, Berkeley, Calif., cities in Missouri. WTD in preparation.

FRANCE—Alain Bertin, Moteurs Leroy, B. P. 119, Blvd. Marcellin-Leroy, 16 Angouleme, Charente, **interested in contacting U.S. importers of DC and AC electric motors, generators, electro-mechanical appliances, electrical precision apparatus for industrial, commercial, special uses** such as built-in and other type rotary motors; asynchronous motors, 110, 220 v., single, polyphases, 1500 rpm, up to 500 amperes, from .25-400 hp; speed reducers, speed-control units; braking motors; refrigeration compressors; shunt-motor, other type alternators; didactic equip.; hoisting equip. motors, electric welding sets; mutually profitable business agreements with U.S. manufacturers of allied products in non-competitive categories such as DC auto-synchronous reluctance motors, rotary motor units, electric and electronic welding equipment, including agreements involving exchange of sales, services and reciprocal distributorship facilities in both countries. First of May via New York for six months. c/o Mr. Bertin at above address. Itinerary: May-July, New York vicinity; Aug.-Oct., Chicago, Cleveland vicinity; Nov., San Francisco, other areas. WTD 2/10/67.

FRANCE—Frederic Osmers, representing Buty, 12 Rue Palais Grillet, 69 Lyon (2) (Rhone), **interested in importing jewelry, watches, cuff-links.** Apr. 12 via New York for two weeks. c/o French Consulate General, 934 5th Ave., New York, N.Y. 10022. Itinerary: New York, Washington, D.C. WTD under revision.

IRELAND—E. W. Campbell, A. H. Masser Ltd., Precision Works, Kylemore Rd., Ballyfermot, Dublin 10, **interested in contacting U.S. manufacturers of dry cleaning machinery, domestic automatic clothes washers, and backbar call order units.** Apr. 10 via Chicago for ten days. c/o Irish Consulate General, 400 N. Michigan St., Chicago, Ill. 60611. Itinerary: Chicago, possibly New York. WTD in preparation.

ISRAEL—Itzhak Shaked, representing Shaked & Slome, Ltd., 98 Ibn Gevirol St. or P.O. Box 21166, Tel Aviv, **interested in acquiring industrial janitorial equipment for direct purchase and distribution in Israel on an exclusive representation basis** and requesting technical information on maintenance of public buildings. Apr. 9 via New York for four weeks. c/o The Summit hotel, 51st St. & Lexington Ave., New York, N.Y. 10022. Itinerary: New York, others to be arranged as required. WTD 2/15/67.

NETHERLANDS—C. P. van der Hoeven, General Mgr., Hicol N.V., 23 Abr. van Beyerenstraat or P.O. Box 1151, Rotterdam 8, **interested in direct purchase and agencies for special chemicals for use in gaschromatography analysis** such as solid supports, liquid phases, adsorbents, column packings, fittings, tubing; steroids; compounds and radioactive chemicals for research in the medical, biological, physical sciences; rare metals and rare earths. Apr. 11 via New York for two weeks. c/o Sheraton-Atlantic hotel, Broadway & W. 34th St., New York, N.Y. 10001. Itinerary: New York, Orangeburg and Plainview N. Y., Cambridge and Beverly, Mass., Boston, Chicago. WTD 2/24/67.

NEW ZEALAND—Warren P. McLean, Managing Director, W. & K. McLean Ltd., 103-105 Felton Mathew Ave. or P.O. Box 3097, Glen Innes, **interested in agency and licensing agreements in fields of electrical engineering, electronics, electronic instrumentation, agencies for marine equipment** such as engines, marine instruments, inboard-outboard engines, licensing arrangements for aluminum pleasure craft, providing technical representation, liaison and consultation services in the South Pacific area for U.S. manufacturing and consultant firms in electrical, electronic and mechanical engineering fields. Mar. 15 via Honolulu for six weeks. Itinerary: 3/17-4/20 New York c/o Travel Dept., Thomas Cook & Sons, Inc., 587 5th Ave.; 4/20-24 San Francisco c/o Thomas Cook & Sons Inc., 175 Post St.; 4/25-30 Portland c/o Dr. C. Owen, 526 Amherst Dr., Goleta, Calif. WTD 6/23/66.

NICARAGUA—Roberto Morales Villareal, representing M. Morales & Cia. Ltda., Apto. Postal 1469, Managua, **interested in buying dry goods products, textiles, toys.** Mar. 21 via Miami for 25 days. c/o Hotel Columbus, 312 N.E. 1st, Miami, Fla. 33132. Itinerary: High Point, N. C., Pennsburg, Pa., New York, Boston, Rochester, N.Y., Los Angeles. WTD 5/9/66.

SOUTH AFRICA—D. A. Chaplin, Director, Harold H. Jones & Co. (Pty.) Ltd. & Gabriel S.A. (Pty.) Ltd., 28 St. George's St., Cape Town, **interested in direct purchase and agencies for U.S. automotive replacement parts and garage equip.** Apr. 9 via New York for three weeks. c/o Maremont Corp., Rm. 3200 35 E. Wacker Dr., Chicago, Ill. 60601. Itinerary: Chicago, Pulaski, Tenn., New York. WTD 2/21/67.

SPAIN—Jose Dominguez Lorenzo, Union Dental S.A., Paseo de las Delicias, 48, Madrid 7, **interested in purchase and agencies of dental supply products and equipment.** Apr. 4 via New York for 20 days. c/o Americana hotel, 801 7th Ave., New York, N.Y. 10019. Itinerary: New York, Chicago, Philadelphia. WTD 3/67.

New Zealand invites qualifying applications

Government to request tenders for filtration plant equipment

The Auckland Project Office of the consulting engineers for the New Zealand Steel Ltd.'s mill under construction near Auckland, announces that tenders will shortly be invited for the supply of equipment (clarifiers, thickeners, pressure filters, pumps, etc.) and supervision of erection of a filtration plant. Firms wishing to tender should prequalify at once in order to be included in the tender list. Prequalification applications should include details of experience and capabilities, and should be addressed to: W. S. Atkins & Partners and McLellan & Partners, Woodcote Grove, Ashley Rd., Epsom, Surrey, England. (Telephone 26-140; Telex: 23497; Cable: Kinsopar, Epsom), with copies to their offices in Auckland: P.O. Box 6047, Auckland.

New Books and Reports

***Overseas Business Reports.* U.S. Department of Commerce. Washington. 1966-67. $13 per year ($5 additional for overseas mailing), 15 cents per copy.**

Free World Production and Trade in Selected Household Appliances, 1963-65. OBR 66-82. 16pp. This report contains charts and tables on the following electric household appliances: refrigerators, freezers, washing machines, vacuum cleaners, cooking ranges, mixers and blenders, dishwashers; and the following gas appliances: ranges, refrigerators, clothes dryers.

Basic Data on the Economy of the Soviet Zone of Germany. OBR 67-5. 24pp. General statistics on the geography, climate, government and education of the Soviet Zone is included, as well as information on the economy, labor force, finance, domestic and foreign trade and U.S. policy.

Basic Data on the Economy of Singapore. OBR 67-7. 28pp. This report contains the following information about the Republic of Singapore: geography, population, government, industrial sectors, labor force, finance, foreign trade, development planning, structure of the economy.

Basic Data on the Economy of South Viet-Nam. OBR 67-10. 23pp. The following information is contained in this report: structure of the economy, agriculture, fishing and forestry, mining, industry, power, transportation, communications, finance, foreign trade, program for economic development, marketing, aids to distribution and government representation.

Write: any Department of Commerce field office or Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

***Fisheries in EFTA.* Published by the European Free Trade Association, Geneva. 1966. 37pp. Free.**

This is described as the first study of the fishing industry in EFTA countries, and brings together statistics of production, trade and consumption for all eight countries: Austria, Denmark, Finland, Norway, Portugal, Sweden, Switzerland and the United Kingdom. It also outlines the policies of each country in support of its national fishing industry.

The booklet gives a brief description of the importance of fisheries in the economies of the countries, of catches, landings and consumption of fish, and of the trade of these countries in fish and fish products.

Information has been drawn from the OECD and FAO, as well as from authorities in the member states.

Write: European Free Trade Association, Information Office, 711 14th St., NW., Washington, D.C. 20005.

Economic summaries

Twenty-three economic summaries prepared by U.S. commercial officers abroad are now available. The price is $1.50 each.

For April-December 1966: **Bolivia** (DIB 67-13, 19pp.)

For July-December 1966: **Denmark** (DIB 67-17, 9pp.); **Ireland** (DIB 67-21, 8pp.); **Ivory Coast** (DIB 67-22, 22pp.); **Sweden** (DIB 67-30, 22pp.)

For August-December 1966: **Ethiopia** (DIB 67-18,16pp.)

For the fourth quarter of 1966: **Austria** (DIB 67-12, 21pp.); **Chile** (DIB 67-15, 18pp.); **Costa Rica** (DIB 67-16, 15pp.); **Finland** (DIB 67-19, 15pp.); **Indonesia** (DIB 67-20, 25pp.); **Liberia** (DIB 67-23, 13pp.); **Netherlands** (DIB 67-24, 7pp.); **New Zealand** (DIB 67-25, 14pp.); **Panama** (DIB 67-26, 13pp.); **Philippines** (DIB 67-27, 16pp.); **Saudi Arabia** (DIB 67-28, 19pp.); **Spain** (DIB 67-29, 15pp.); **Switzerland** (DIB 67-31, 9pp.); **Thailand** (DIB 67-32, 12pp.); **U.A.R.** (DIB 67-33, 17pp.); **Uruguay** (DIB 67-34, 9pp.)

For November-December 1966: **Brazil** (DIB 67-14, 21pp.)

Write: Clearinghouse for Federal Scientific and Technical Information, U.S. Department of Commerce, Springfield, Va. 22151. (Attn: Code 410.66.)

***National Industrial Economic Council Report on Distribution (Report No. 17).* Published by the Stationery Office, Dublin. 1966. 117pp. 70 cents.**

This report is the result of nearly a year of investigation and analysis by the Distributive Trades Committee of the National Industrial Economic Council. The report covers the role of the distributive trades in the Irish economy, especially with regard to economic planning, and the steps that are necessary to insure that the distributive sector makes its full contribution to achieving the objectives set forth by the Second Program for Economic Expansion.

In addition to providing a detailed description of the distributive trades, the report also provides a projection of the development of the sector to 1970 and discusses the problems facing it. The subjects covered include retailing and wholesaling methods, productivity, investment and labor. The report also contains much valuable statistical information.

Write: Government Publications Sale Office, G.P.O. Arcade, Dublin 1, Ireland.

***The Canadian Mineral Industry in 1966—Preliminary.* Published by the Mineral Resources Division, Department of Energy, Mines and Resources, Ottawa. 1967. 112pp. 50 cents.**

This report, reprinted from the *Canadian Mining Journal*, outlines mineral industry highlights of the past 100 years, this being Canada's centennial, and then covers progress in 1966 by province and territory.

Reviews on the leading metals, minerals and mineral products produced in Canada cover the main resource, production and marketing events of 1966.

Write: The Queen's Printer, Ottawa, Canada.

***Annotated Bibliography on Field Sales Management.* Edited by Albert H. Dunn. Published by Sales and Marketing Executives-International. New York. 1967. $3.75 to SMEI members, $4.95 to non-members.**

This is a reader's guide to literature on field sales management, with capsuled descriptions of books, magazine articles, monographs and research reports. Publications in 17 major areas of field sales management are covered by separate sections.

The editor, Albert H. Dunn, is a professor of business at the University of Delaware. The publisher is a professional society of more than 25,000 members in 47 countries.

Write: Sales and Marketing Executives-International, Member Services Department, 630 Third Ave., New York, N.Y. 10017.

☆ U. S. GOVERNMENT PRINTING OFFICE: 1967—281-961/38

Calendar *for international traders*

BOSTON—Apr. 10—New England International Trade Week, Sheraton-Plaza Hotel. Sponsor: Commerce Field Office.

BOSTON—Apr. 12—New England International Trade Week, Anthony's Pier 4 Restaurant. Sponsor: Commerce Field Office.

BOSTON—Apr. 13—New England International Trade Week, Somerest Hotel. Sponsor: Commerce Field Office.

CHICAGO—Apr. 11—Automotive Exporters' Club, Builders Bldg.

CHICAGO—Apr. 12—Principles & Techniques in Exporting, "Documentation & Insurance—Part II," Lighting Institute Auditorium, 6:15 p.m. Sponsor: International Trade Club.

CHICAGO—Apr. 12—In-Office Meeting, Commerce Field Office. Sponsors: REEC; Commerce Field Office.

CHICAGO—Apr. 13—Chicago Assn. of Commerce & Industry, "Controlling Clerical Assistance," Sherman House, 9:30-4 p.m.

CLEVELAND—Apr. 6—World Trade Luncheon, Mid-Day Club. Speaker: Exec. Director Allen Taylor, U. S.-Japan Trade Council, "U.S.-Japanese Trade Opportunities." Sponsor: World Trade Assn.

CLEVELAND—Apr. 12—"International Financing & Credit—Overseas Branch Plant Operations," National City Bank Bldg. Sponsor: Commerce Field Office; REEC.

DETROIT—Apr. 13—Exporters' Workshop. Dinner speaker: G. Mennen Williams. Sponsor: Committee of American Steamship Lines; Commerce Field Office.

DOYLESTOWN, Pa.—Apr. 10—International Trade Development Assn. Annual meeting, 5:30 p.m., Conti Cross Keys Inn. Sponsor: Commerce Field Office.

GREENSBORO, N.C.—Apr. 20-21—North Carolina World Trade Assn. Annual meeting, Sedgefield Inn. Sponsor: Commerce Field Office.

HAMILTON, Ohio—Apr. 11—"Export Is A Must" Luncheon Meeting, 12 p.m., Hamilton Industrial Council, Anthony Wayne Hotel. Sponsor: Assn. of Trade & Industry; Commerce Field Office.

HICKORY, N.C.—Apr. 6—Export Conference, 2 p.m., Catawba Valley Technical Institute. Sponsors: Hickory Chamber of Commerce; Regional Export Expansion Council; Catawba Valley Technical Institute; Commerce Field Office.

KANSAS CITY—Apr. 11—Meeting for Exporters, 6 p.m. Sponsors: REEC; Commerce Field Office; International Trade Club.

KANSAS CITY—Apr. 13—In-Office Workshop for New Exporters, Federal Office Bldg. Sponsors: REEC; Commerce Field Office.

KANSAS CITY—Apr. 19—Export Procedures Course (Documentation), Chamber of Commerce Board Rm., 6:45 p.m. Sponsors: REEC; International Trade Club; Commerce Field Office.

LAKE CHARLES, La.—Apr. 13—Second Southwest Louisiana Export Conference, 9 a.m., Chateau Charles Hotel. Sponsors: Lake Charles Assn. of Commerce; REEC; Commerce Field Office.

MEMPHIS—Apr. 18—Memphis World Trade Club, Sheraton Motor Inn. Sponsor: Commerce Field Office.

MEMPHIS—Apr. 19—Mid-South Export Forum, Memphis State University. Speaker: Vice-Chairman Robert F. Dwyer, National Export Expansion Council. Sponsors: Memphis State University; Mid-South Exporter's Roundtable; REEC; Commerce Field Office.

MILWAUKEE—Apr. 6—Milwaukee World Trade Club annual meeting, Holiday Inn Central.

MINNEAPOLIS—Apr. 11—In-Office Export Conference, Dept. of Commerce Field Office. Sponsors: REEC; Commerce Field Office.

MINNEAPOLIS—Apr. 12—Monthly dinner meeting of Minnesota World Trade Assn.

NEW YORK—Apr. 6—"Profits in Exports" Roundtable Conference, Meadow Brook National Bank. Sponsors: Meadow Brook National Bank; REEC; Commerce Field Office; U.S. Dept. of Commerce.

NEW YORK—Apr. 11—Businessmen's consultations with members of U.S. Trade Mission to Ghana, Zambia, Congo (Kinshasha), St. Regis Hotel. Sponsors: African American Chamber of Commerce; Commerce Field Office.

NEW YORK—Apr. 18—FCIB Hardware-Automotive & Allied Trades Group meeting, 4th Floor, Advertising Club. Sponsor: Foreign Credit Interchange Bureau.

NEW YORK—Apr. 19—Export Training Course. Sponsors: Long Island University; REEC; Commerce Field Office.

PROVIDENCE, R.I.—Apr. 18—Donner Meeting, Providence World Trade Club. Sponsor: Commerce Field Office.

ST. LOUIS—Apr. 10—"Export Day at the Traffic Club," Jefferson Hotel. Speaker: Commissioner Ashton C. Barrett, Federal Maritime Commission. Sponsors: Traffic Club; REEC; Commerce Field Office.

ST. LOUIS—Apr. 18—"Show You" Export Workshop, Conference Rm., Federal Bldg. Sponsors: REEC; Commerce Field Office.

SPRINGFIELD, Mass.—Apr. 6—"Exports Mean Business" Seminar, 3 p.m., Western New England College. Sponsor: Commerce Field Office.

SPRINGFIELD, Mass.—Apr. 13—"Exports Mean Business" Seminar, 3 p.m., Western New England College. Sponsor: Commerce Field Office.

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TRADE MISSIONS

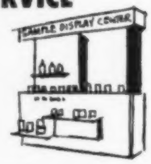
Teams of business leaders travel abroad to promote U.S. trade and investment and exchange business proposals.

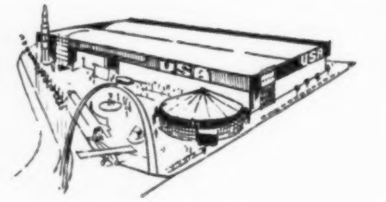
TRADE CENTERS

Permanent overseas showcases for U.S. goods—London, Frankfurt, Milan, Bangkok, Tokyo, Stockholm.

SAMPLE DISPLAY SERVICE

For U.S. firms seeking agents or distributors in Lebanon, Thailand, Kenya, and the Philippines.





COMMERCIAL EXHIBITIONS

U.S. product exhibits at international trade fairs abroad help American firms make sales, find new agents.

MOBILE TRADE FAIRS

Traveling exhibits organized jointly by U.S. manufacturers and carriers, supported by Commerce.

AGENCY INDEX

For prospective foreign buyers. Lists local distributors of U.S. products.

TRADE CONTACT SURVEY

Helps U.S. businessmen find foreign firms specifically interested in their products and services.

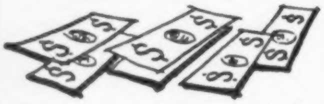
WORLD TRADE DIRECTORY REPORTS

Describe operations of a foreign company—products, size and reputation, capital, annual turnover.

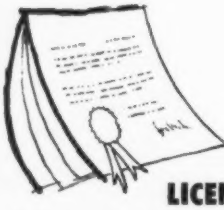
COMMERCIAL NEWSLETTER

Informs over 50,000 businessmen in 50 nations of new U.S. products, research, and economic trends.

INVESTMENT IN DEVELOPING COUNTRIES



American private capital strengthens economic progress and opens new opportunities for trade.



LICENSING

U.S. manufacturers enter into agreements for manufacture of their products by overseas firms in return for royalties.

AMERICA WEEKS

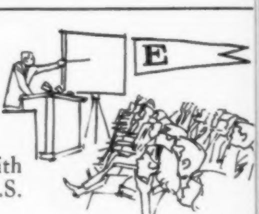
Special sales promotions of U.S. consumer products by overseas department stores, with Commerce Department support.

GATT NEGOTIATIONS

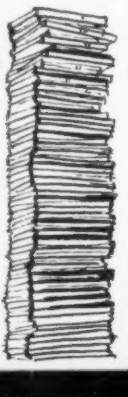
Nations are negotiating in t
Kennedy Round in Genev
for trade liberalization.

REGIONAL EXPORT EXPANSION COUNCILS

Public-spirited business leaders work with Commerce Field Offices to promote U.S. export expansion.



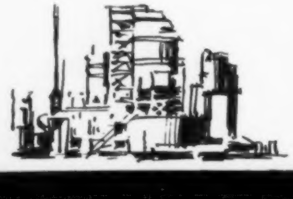
PUBLICATIONS



Hundreds of Commerce publications provide current information on business conditions and opportunities abroad.

FOREIGN TRADE ZONES

New York, New Orleans, San Francisco, Seattle, Mayaguez, Toledo, Honolulu—duty-free manufacturing and marketing.



PIGGYBACK PROGRAM

Cooperative export. Products of firms not equipped to sell abroad are "carried" to market by established exporters.